

**ARCHIE
SERIES**

APPROVED
BY THE
COMICS
CODE
AUTHORITY

10¢

**FIRST
ISSUE**

Jughead's Folly

♪
**OOO-HOO
BABY
I'M ALL
SHOOK
DOWN...**
♪

**HEY!
WHAT GIVES!
JUGHEAD THE
WOMAN-HATER
MAKING LIKE
ELVIS!
THIS YOU MUST
READ TO
BELIEVE!**



84 CARD TRICKS



CONDENSED SMOKE POWDER

Simply set off the magic powder, and a puff disappear in a cloud of smoke. Terrific for all magical effects and disappearing acts. Completely harmless. Enough powder for hundreds of uses.

072

\$1.00

84 SECRET CARD TRICKS

With Chapter On Sleight Of Hand
This book contains all the best tricks and deceptions with cards, including the latest tricks of all the top magicians. Each is especially picked so that it lends itself to home amusement and amazement. All simply explained. Chapter on sleight of hand is useful in detecting tricks while playing.

012

35c



FLY IN ICE CUBE

Will create a sensation when they see this plastic ice cube in a cool drink. It has a real bug inside.

No. 034 Only

35c



SHRUNKEN HEADS

FANTASTIC! Looks exactly like what jungle head hunters prepare. Something new and startling to hang in your car, or in your room. A horrible and unusual gift in a box.

617 **\$1.98**



BIKE SPEEDOMETER

READS UP TO 50 M.P.H.

See how fast your riding! Time yourself in racing and see if you can better your top speed. No gears, no complicated mechanism. Fasten to handle bars and go. Easy to install.

No. 199

Only **75c**



HOT PEPPER GUM

Looks like real gum, but when they taste it, WOW! Burns their mouth, but only like pepper. Package of five sticks.

No. 021

Only

20c



MUMMY

Place "King Tut" in his casket and watch him lie down. But, when someone else tries to rest him, he mysteriously rises from his grave. It's loads of fun and 100% mysterious.

724

75c



SURE-WIN COINS

You get two coins. One is ordinary, the other looks exact, but it has two heads. Do tricks, win friendly bets.

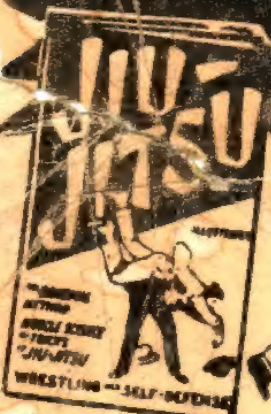
142

Both only

25c

TOYS! TRICKS! FUN!

BE FIRST IN THE NEIGHBORHOOD TO GET THESE WONDERFUL TOYS



If This Should Happen to You Would You Know This Quick Defense

YOU, TOO, CAN BE TOUGH

Master Jiu-Jitsu and you'll win any fight. This book gives you all the grips, blocks, etc., which are so effective in counter-attacking a bully or hold up. You don't need big muscles or weight, know-how makes you the sure winner. We also send you FREE book on how to perform strong man stunts, tear a telephone book in half, etc.

No. 224

\$1.00

NICKELS TO DIMITES



Brass cover is placed on four nickels. Spectator removes the cover and four dimes are discovered! Other startling effects performed.

No. 215

\$1.00



SILVER SKULL RING

Heavy Mexican silver ring with the raised face of skull and inlaid red ruby eyes. Feels good and looks really impressive. Adds heat to your hands.

366

\$1.00



ROTARY TYPE-WRITER

Types Red and Black Uses Real Ribbon

This rotary type-writer turns out real typing with no previous practice using a ribbon and black and white type. Contains all the letters, numbers and punctuation you need. Has a replica of an actual touch keyboard, too.

203

3 98

10 DAY FREE TRIAL

Don't Delay! Order Now! If not 100% delighted after 10 Day Free Trial, simply return merchandise for prompt refund of the purchase price. Sorry, but we CANNOT SHIP ORDERS TALLING LESS THAN \$1.00.

MONEY BACK GUARANTEE

HONOR HOUSE PRODUCTS CORP., Lynbrook, N.Y. Dept. GK-35

Rush me the items listed below. If I am not satisfied I may return any part of my purchase after 10 days free trial for full refund of the purchase price.

ITEM - NAME OF ITEM HOW MANY TOTAL PRICE

☐ I enclose _____ in full payment. The Honor House Products Corp. will pay postage.

☐ Send C.O.D. I will pay postman on delivery plus a few cents postage.

NAME _____

ADDRESS _____

WOMEN! PHOOEY!



WHY DO
YOU SAY THAT,
JUGHEAD?

... BECAUSE YOU
DIDN'T INVITE ME
TO YOUR PARTY!

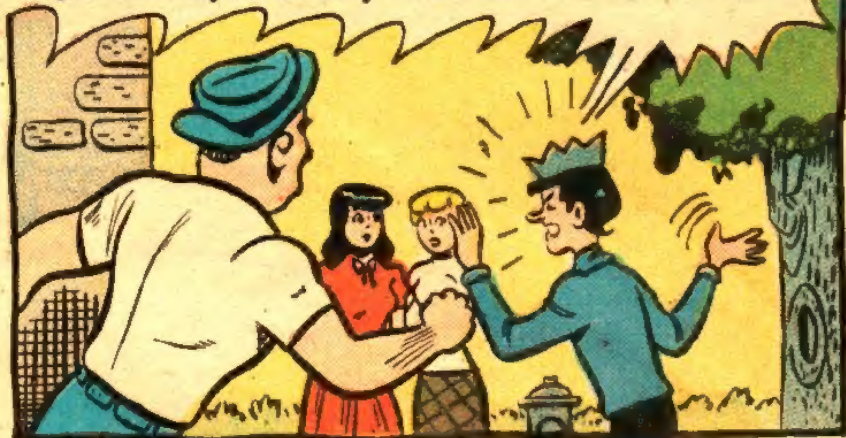
THAT'S TRUE AND
YOU'LL NEVER GET
AN **INVITATION**
FROM ME!



OH YÉAH! I HAPPEN TO KNOW
THAT MOOSE GOT AN -AN
INVITATION TO YOUR PARTY!



MOOSE IS NOTHING BUT A BIG RAISIN,
BRAINED, GAWKY, MUSCLE-BOUND APE!



YIPES! LOOK WHO
JUST CAME AROUND
THE CORNER!

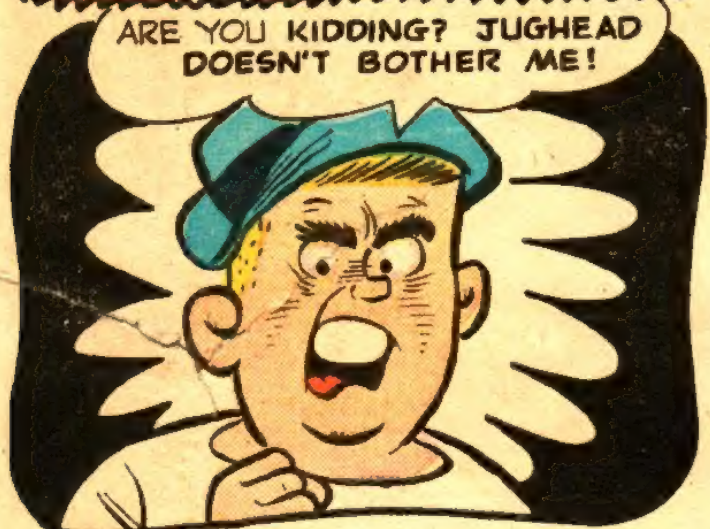
GULP!
IT'S-IT'S
MOOSE!
HE'LL CREAM
JUGHEAD!



MOOSE
DON'T
HURT
HIM!



ARE YOU KIDDING? JUGHEAD
DOESN'T BOTHER ME!



OH! I WOULDN'T WASTE MY
TIME HITTING HIM! ...



I DON'T WASTE TIME
ON A NOBODY!

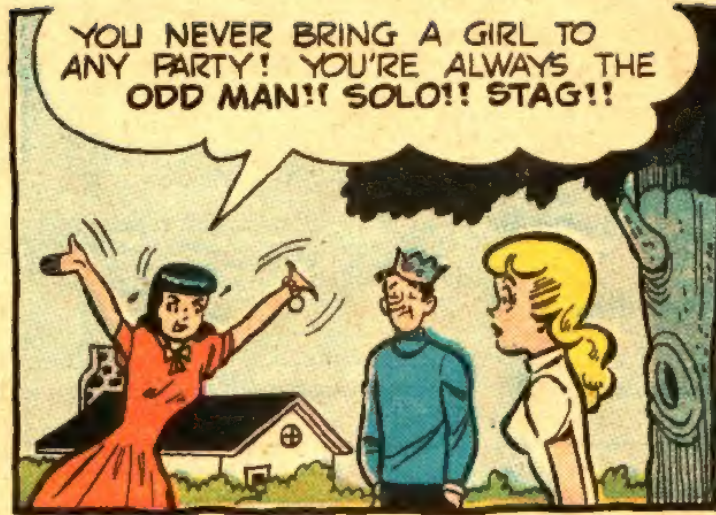
YES! I GUESS
YOU'RE RIGHT,
MOOSE!



HUH? A
NOBODY?
... ME?



ARCHIE COMICS ARE COMICAL COMICS





A NOBODY?
... WHO? ME?...
HAR! HAR! ... BOY!
THAT'S ... FUNNY!!!



THIS CALLS FOR A SODA
AT THE CHOK'LIT SHOP!
I'M SHORT OF FUNDS,
HOWEVER ... BUT ...

MY BOSOM
BUDDIES ...
WOULD BE
HAPPY TO
TREAT ME!



HEY! ARCHIE HERE
COMES THE KING
SIZE SODA MOOCHER
WITH A THIRST TO
MATCH!

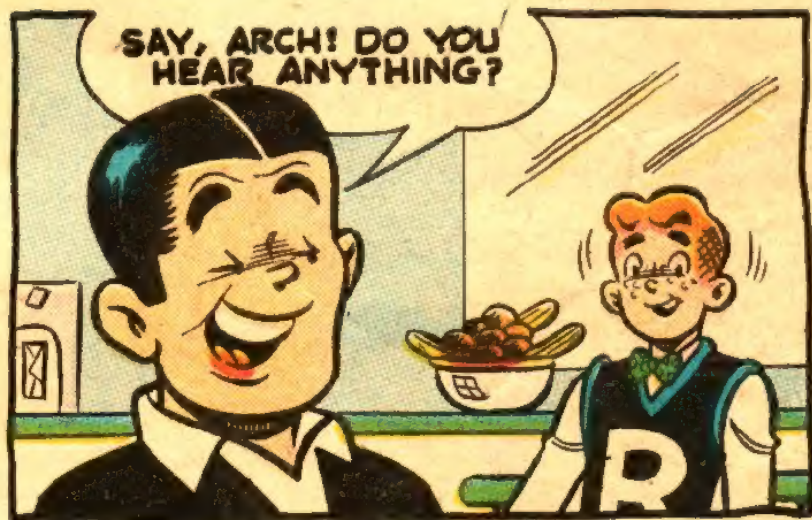
IF HE THINKS HE'LL
GET A **FREE**
SODA FROM ME,
HE'S MISTAKEN!
LET'S DEEP FREEZE!



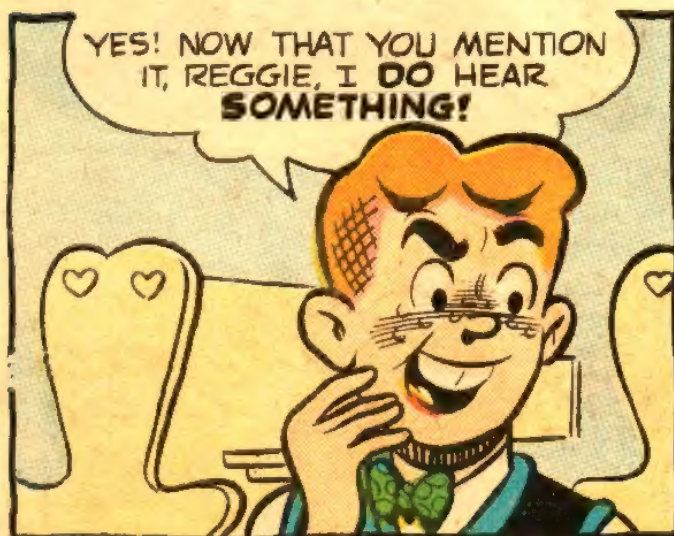
HIYA! FELLOWS! PALS!



I SAID
HI FELLOWS!



SAY, ARCH! DO YOU
HEAR ANYTHING?

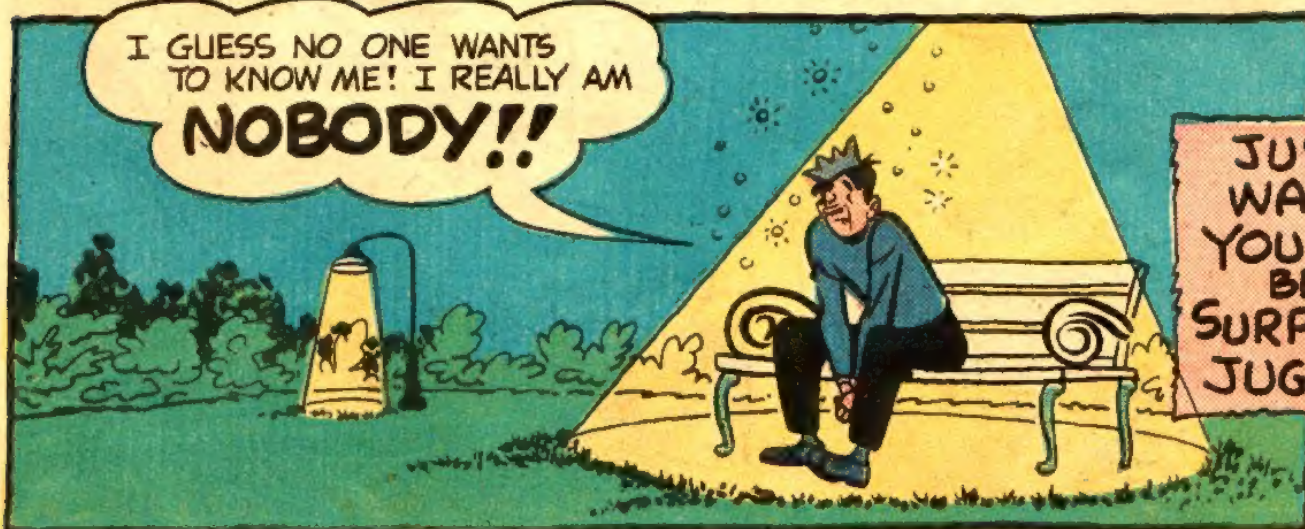
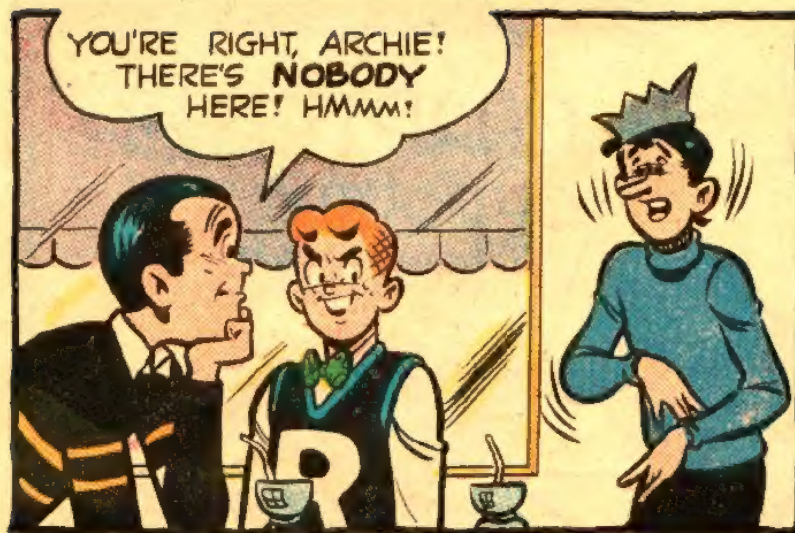


YES! NOW THAT YOU MENTION
IT, REGGIE, I DO HEAR
SOMETHING!



BUT THERE'S
NOBODY
HERE!

?



JUST
WAIT,
YOU'LL
BE
SURPRISED,
JUGHEAD!

CHAPTER 2

OPPORTUNITY KNOCKS!

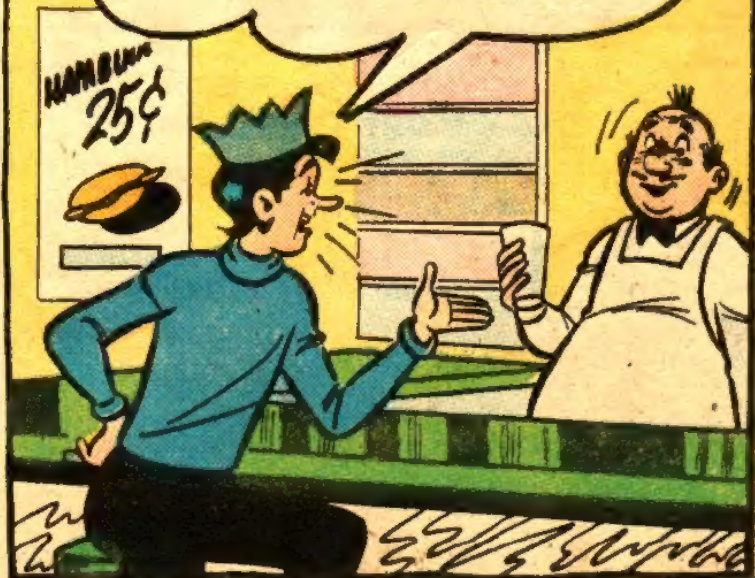
WHEW! I'M BLUE
AND DOWN IN
THE DUMPS...



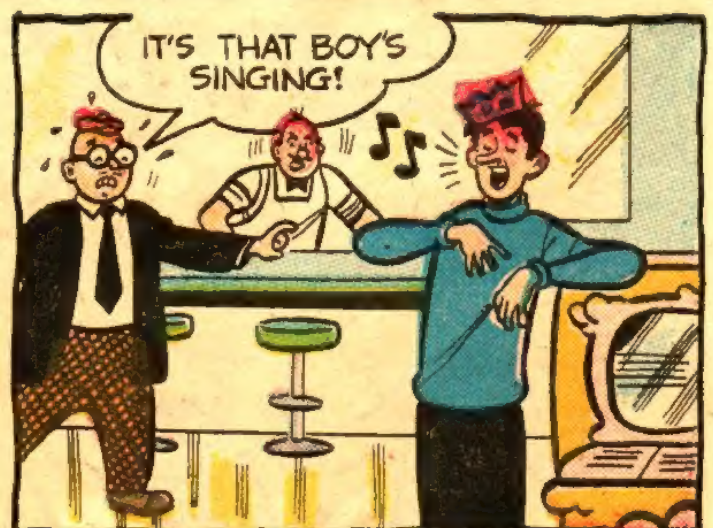
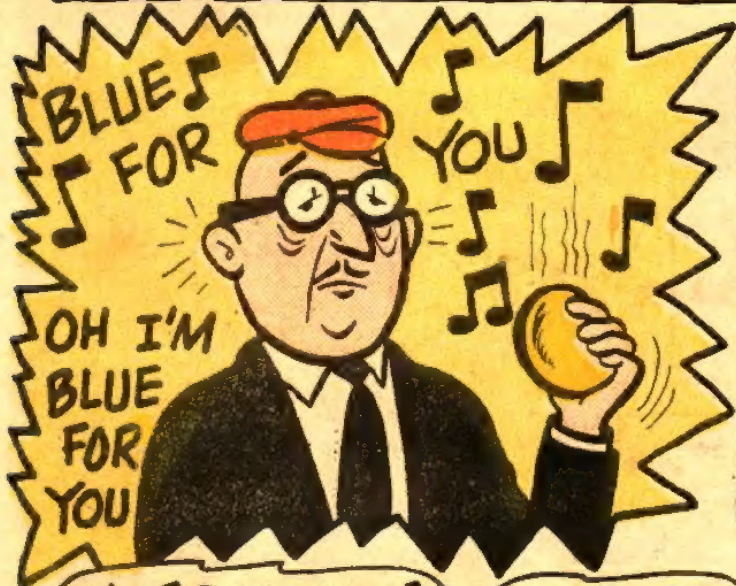
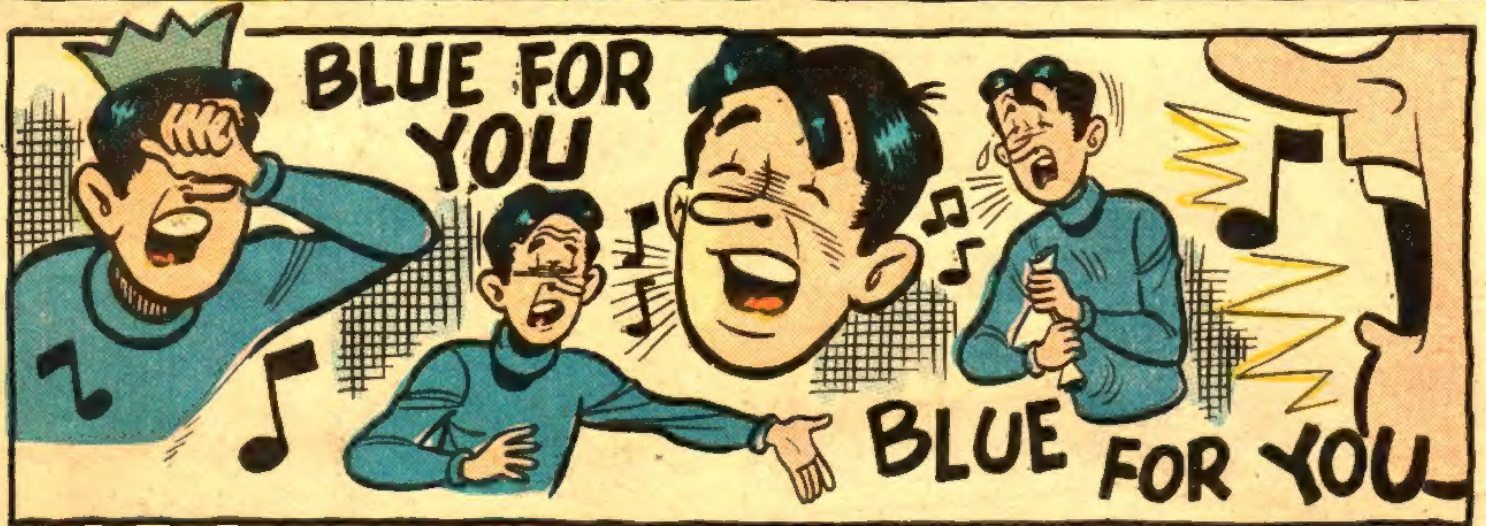
THERE IS ONLY ONE
THING THAT CAN SNAP
ME OUT OF IT!

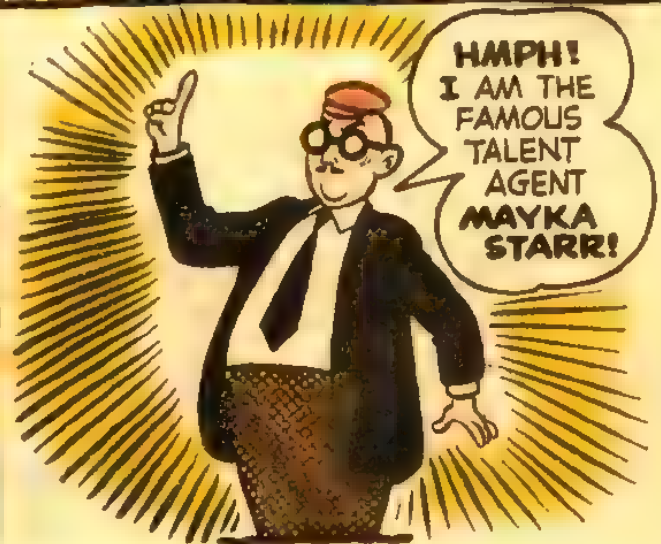
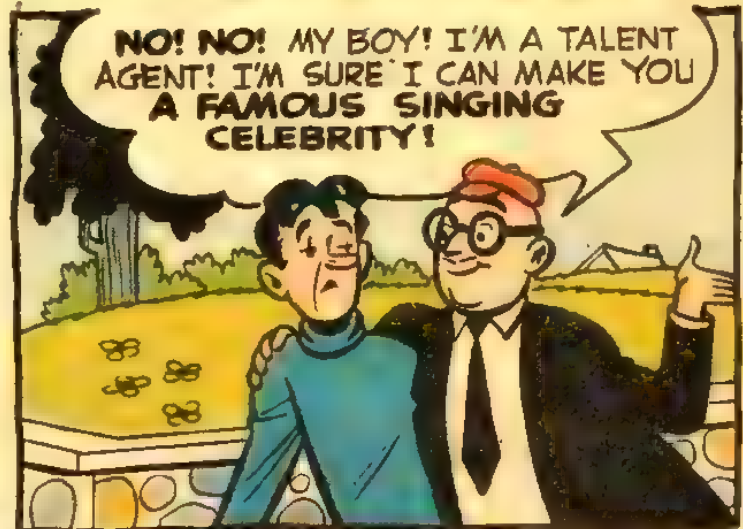
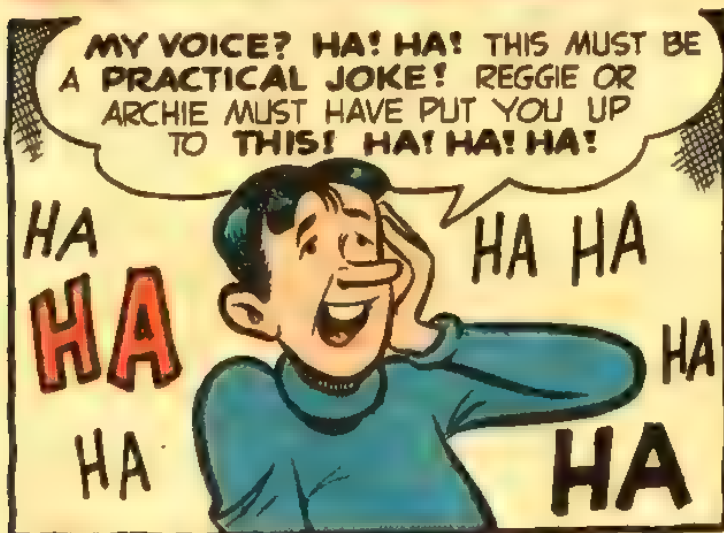
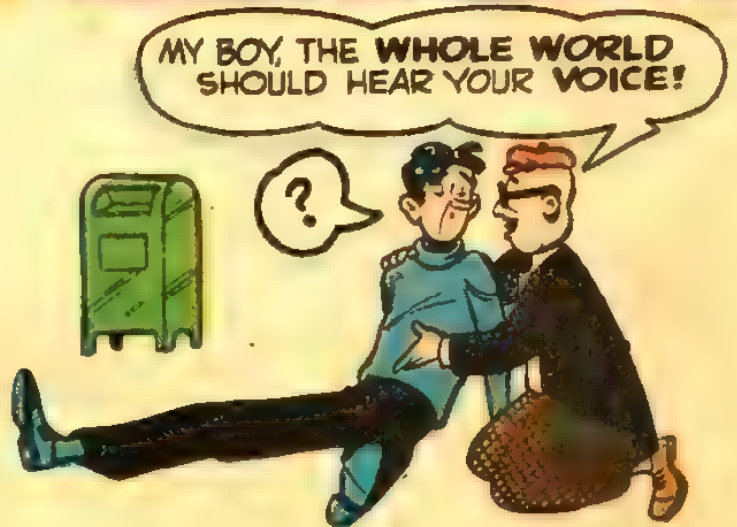
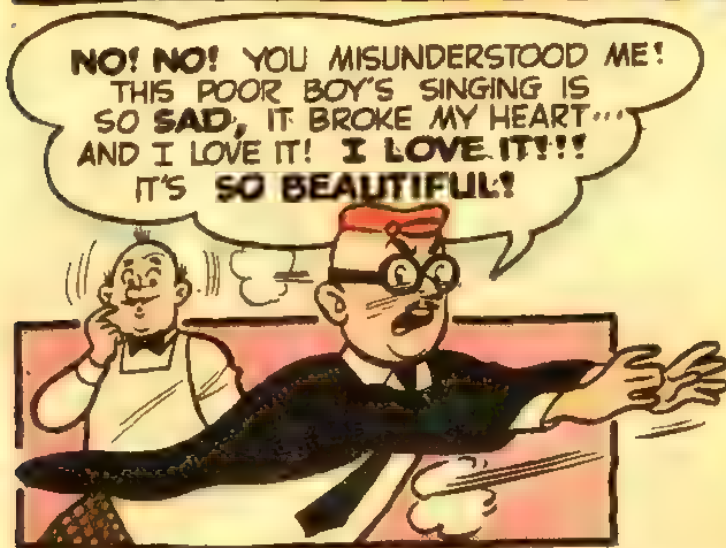
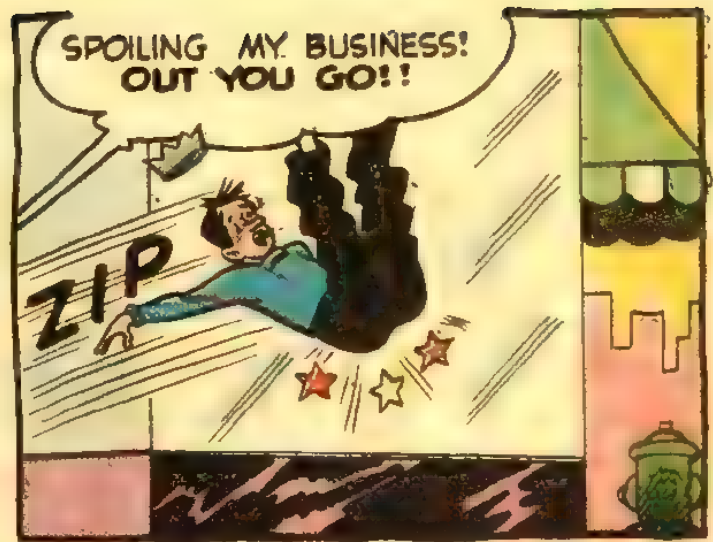
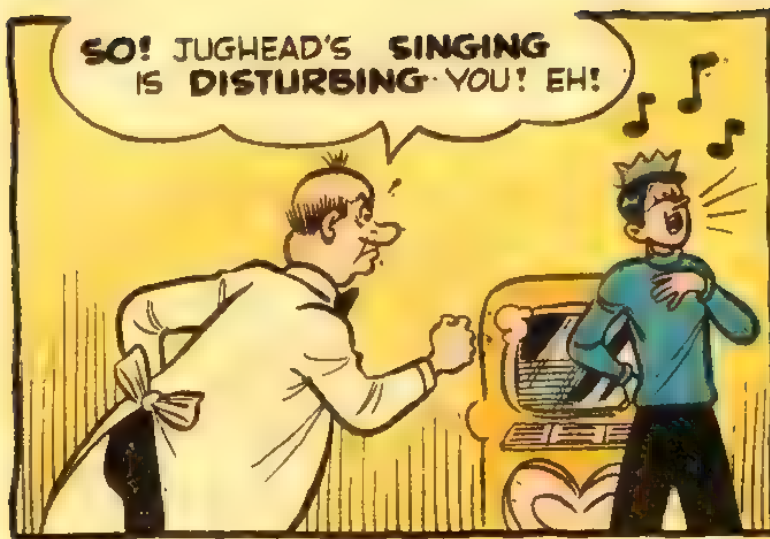


ONE OF YOUR DELICIOUS
HAMBURGERS, POP!

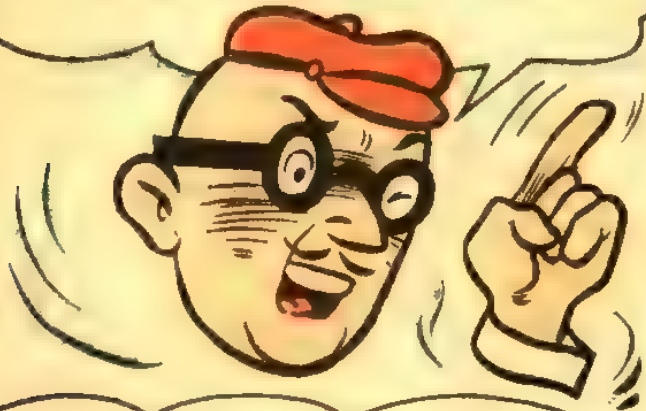








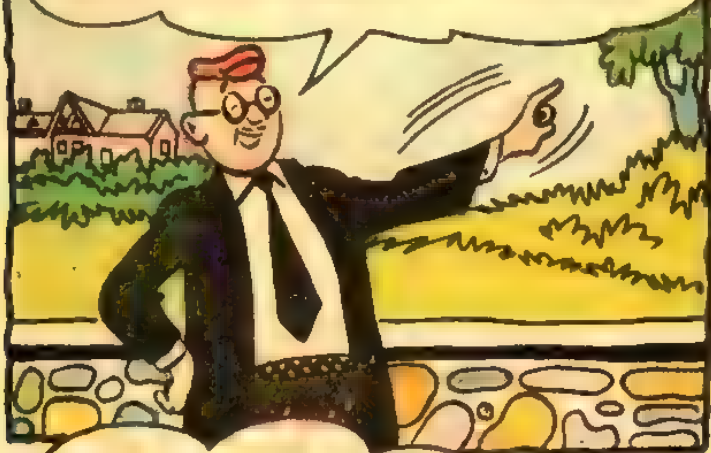
I HAVE DISCOVERED SUCH SINGING SENSATIONS SUCH AS EDDIE RICHER, PERRY DOMO, JOHNNY CRY, FRANKIE RAINE AND JULIUS LA MOSTA...



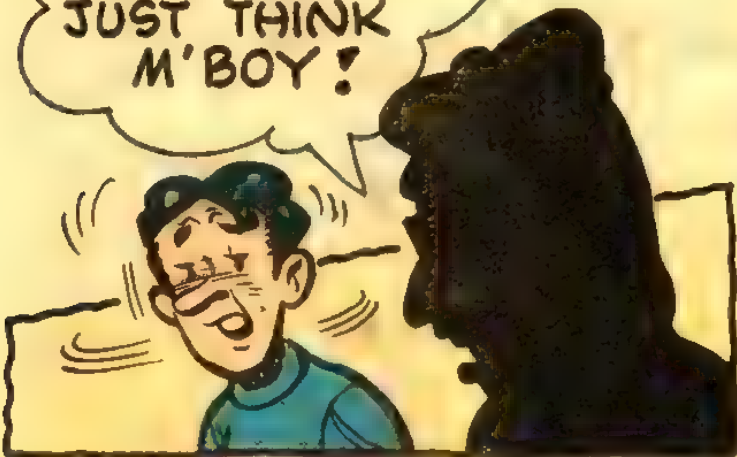
YES! YOUR VOICE HAS HEART... ANYONE WHO CAN MOVE ME TO TEARS MUST BE GOOD! WELL, DO YOU WANT TO BE A REAL FAMOUS CELEBRITY?



NONSENSE! YOU SHOULD HAVE MORE CONFIDENCE IN YOURSELF!

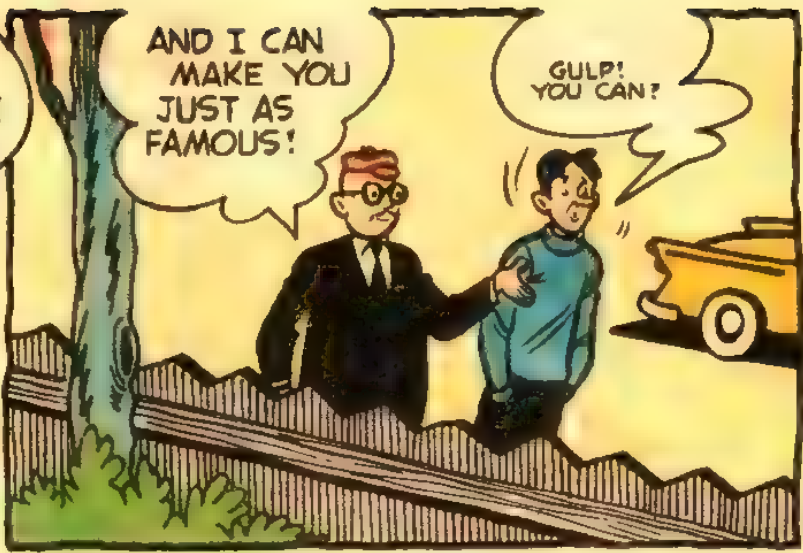


FAME AND FORTUNE CAN BE YOURS! JUST THINK M'BOY!



AND I CAN MAKE YOU JUST AS FAMOUS!

GULP! YOU CAN?



AW! I'M NOT CUT OUT FOR SUCH THINGS AS THAT!



WELL... I DON'T KNOW!!!

JUST THINK WHAT SUCCESS WILL MEAN TO YOU!



YEAH! I'M THINKING! I'M THINKING...



FORTUNE!

**FORTUNE MEANS MONEY! MONEY MEANS
FOOD... FOOD... FOOD... FOOD!... TONS OF
FOOD... YIPPAY!! HAMBURGERS...
SODAS... HOT DOGS... SUNDAES...**



FAME!

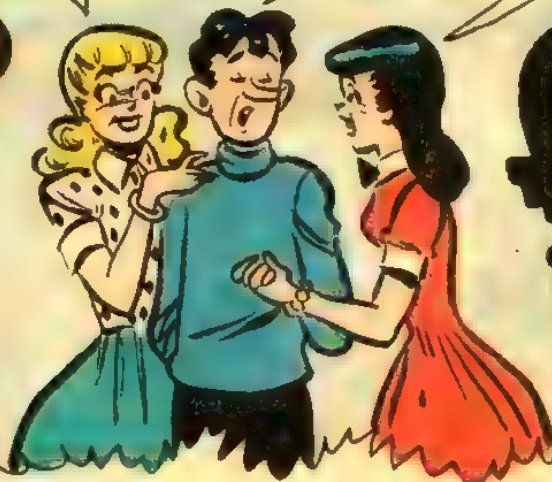
**FAME MEANS
RECOGNITION!**



**BUT A PARTY
WOULDN'T BE
A PARTY UNLESS
YOU WERE
THERE!**

**AW! YOU
DON'T
WANT ME!
I'M A REAL
NOBODY!**

**YOU! A
NOBODY?
WHY YOU'RE
THE FAMOUS
JUGHEAD!**



**JUST THINK TODAY YOU'RE
A NOBODY AND THEN
TOMORROW I'LL REALLY
MAKE YOU A-A
SOMEBODY!**



**OKAY! I'M YOUR NOBODY
THAT WANTS TO BE A
SOMEBODY!!**



CHAPTER # 3 GOING UP!

JUGHEAD!! M'BOY!
WE HAVE TO EXPOSE YOU
TO THE PUBLIC! LET
THE PEOPLE SEE YOU
AND LOVE YOU! IT'S
THE PUBLIC THAT MAKES
AND BREAKS A
STAR!

A
STAR?

SO I HAVE MADE ARRANGEMENTS
FOR YOU TO BE SEEN AND HEARD
BY MILLIONS OF PEOPLE!
YOU'RE GOING ON REDFREE'S
TELEVISION TALENT SHOW...

... TONIGHT!

TONIGHT??

HI FOLKS! THIS IS YOUR OLD FRIEND,
REDFREE BRINGING YOU THE LATEST
TALENT FROM 'ROUND THE COUNTRY!

I GIVE YOU A NEW,
INTERESTING
SINGER,
JUGHEAD!

REDFREE'S TALENT
SHOW



SNIFF!!
SNIFF!!

BOO!
HOO!

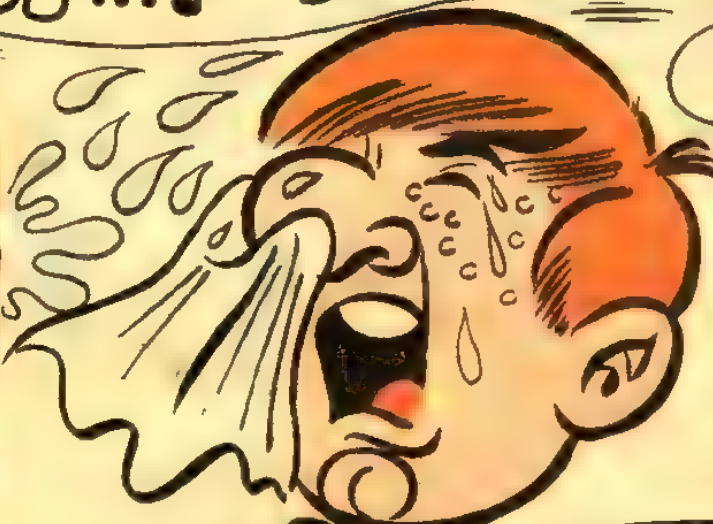
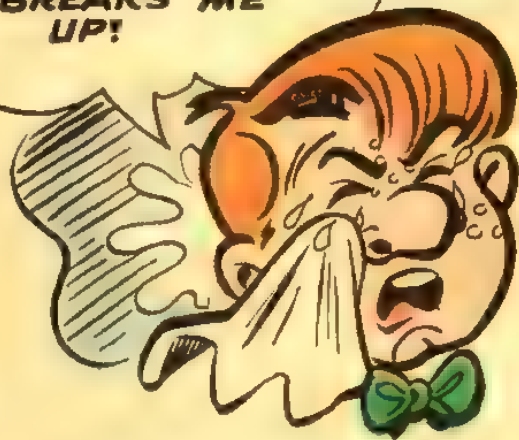
BOO! HOO!



♪ BLUE FOR YOU... ♪ BLUE FOR ♪

OH! THIS BOY
BREAKS ME
UP!

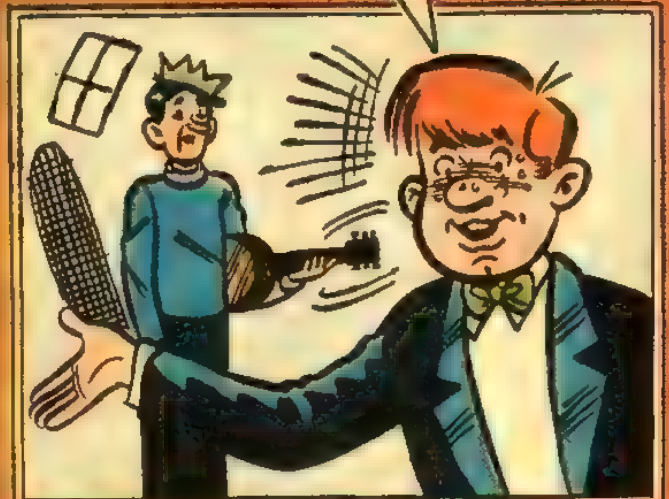
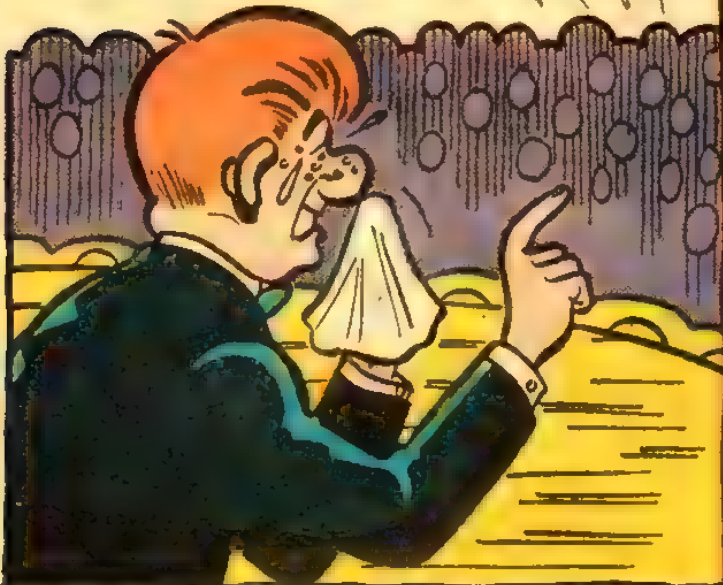
HIS VOICE
IS SO
SAD!

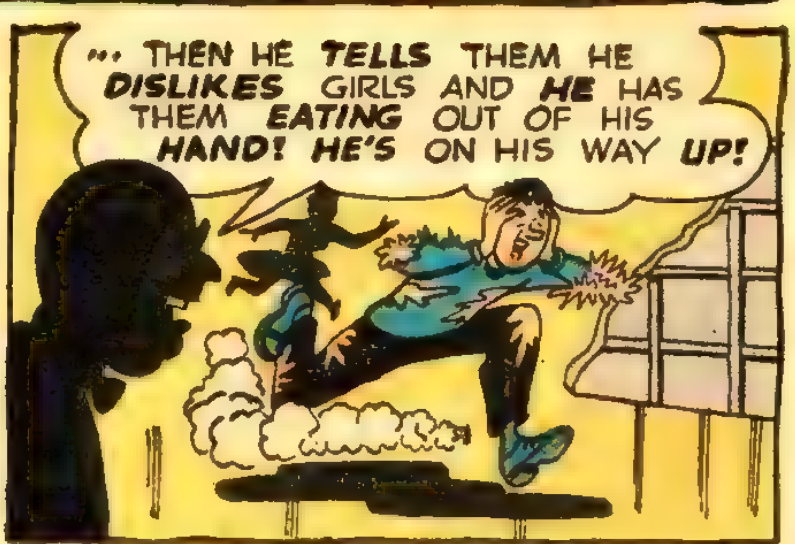
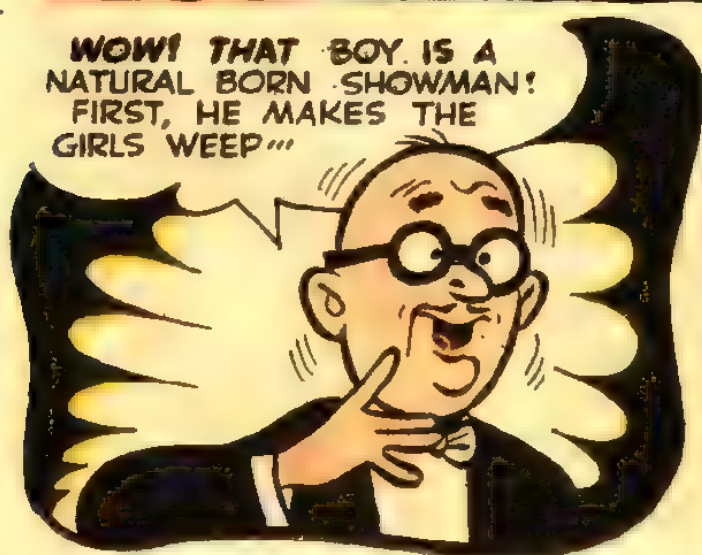
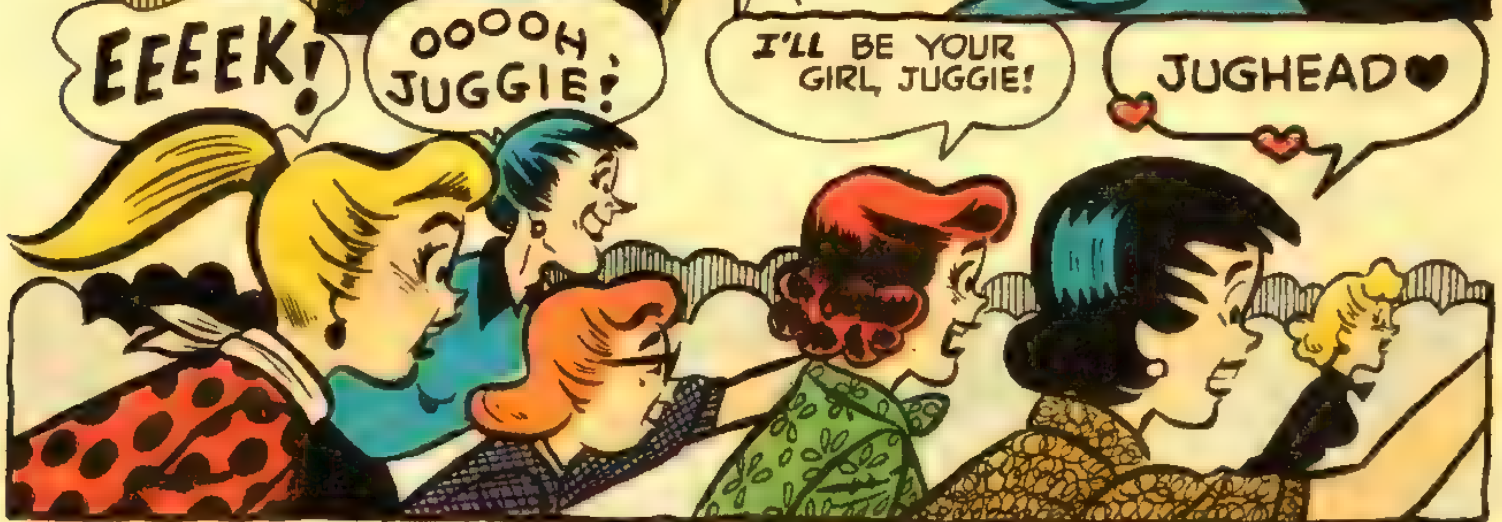
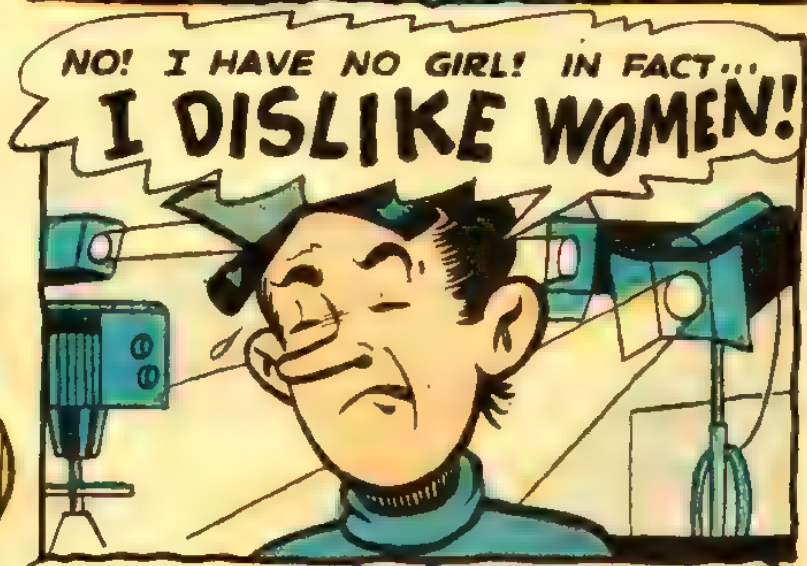
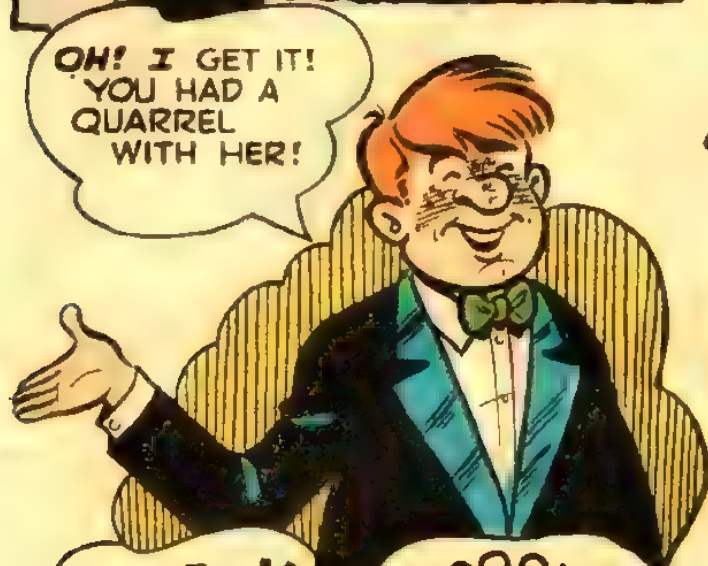
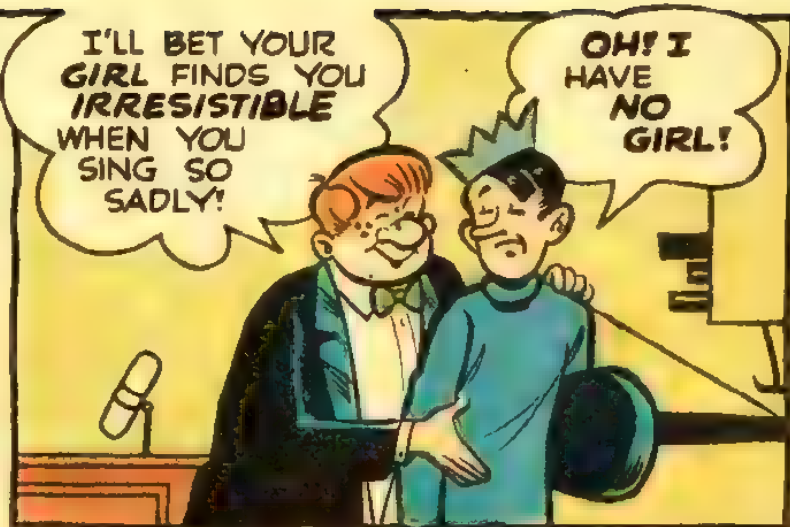
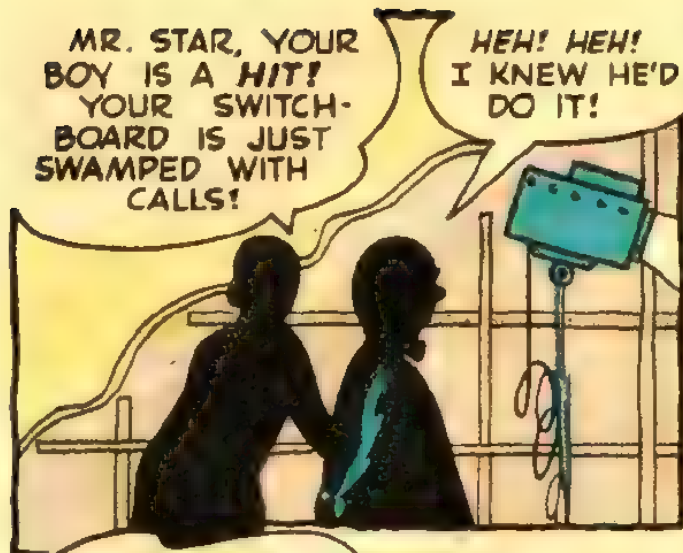


♪ BLUE FOR YOU ♪ ♪ BLUE FOR YOU

HE'S GOT THE
WHOLE AUDIENCE
BLUBBERING!

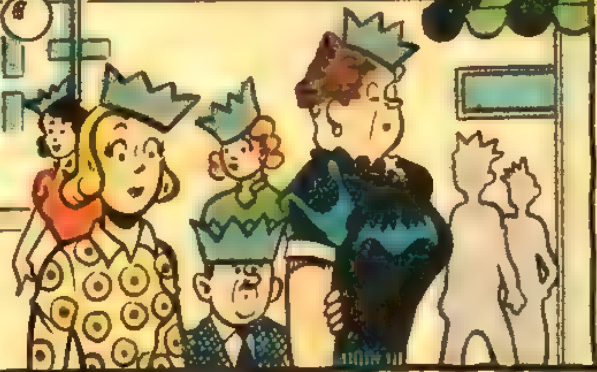
FOLKS!
HE'S SENSATIONAL!
HE'S THE WINNER!





VARIETY JUGHEAD CRAZE SWEEPS COUNTRY

BE IN STYLE
WEAR A
JUGHEAD HAT



EAT JUGHEAD
HAMBURGERS
YOU LOVE HIM!
AND
HE LOVES
THEM...



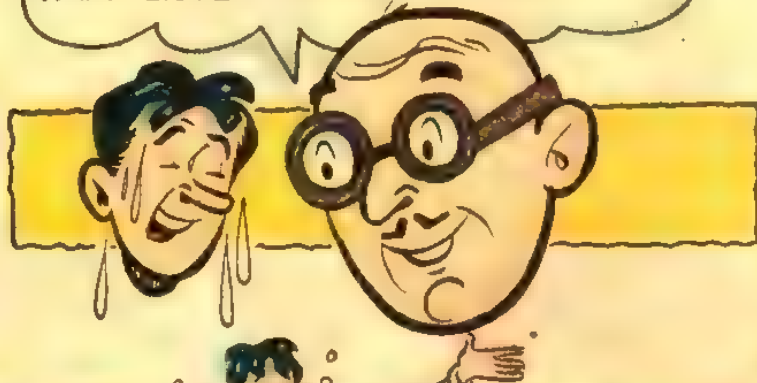
A JUGHEAD SUNDAE



WOW! YOU'LL GET WRITER'S
CRAMP BEFORE YOU GET
THROUGH THESE TONS OF
CONTRACTS! HA! HA!



THEY WANT YOU TO ENDORSE
EVERYTHING FROM SOUP TO
HANKIES TO CRY INTO WHILE
THEY LISTEN TO YOU SING!



YOU'RE **FAMOUS**
YOU'RE SITTING
ON TOP OF THE
WORLD!

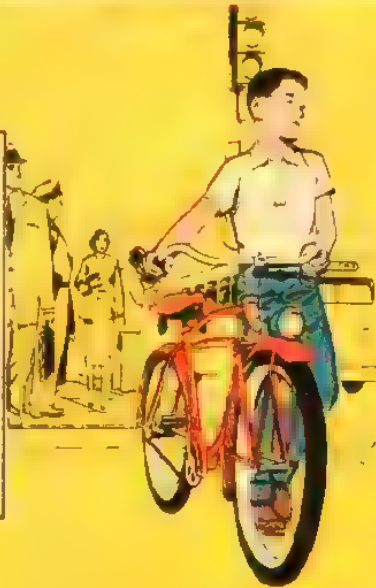


WHAT'S YOUR SAFETY I.Q.?

1. A bike should be "walked" across busy streets.

☐ True

☐ False



2. It is safe to ride another person on your bike for short distances.

☐ True

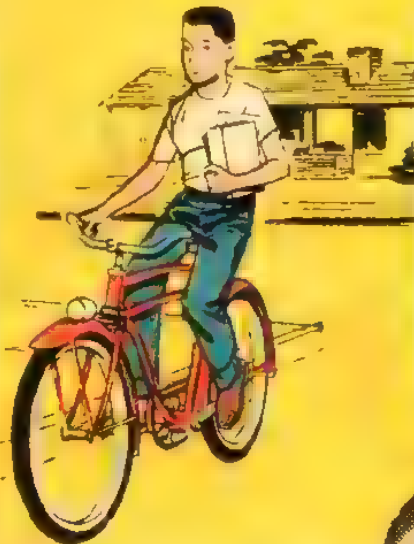
☐ False



3. Bundles should be held in one hand when carried on a bike.

☐ True

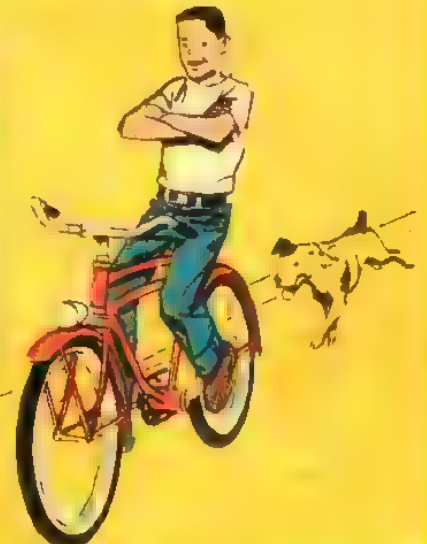
☐ False



4. The street is a dangerous place to practice bike stunts.

☐ True

☐ False



Factual safety material used in this advertisement provided by the NATIONAL SAFETY COUNCIL

Right or wrong? Some of the bike riders shown are both safe and smart. Others are asking for trouble. Look at the pictures and mark them either as "True" or "False" Check your answers with those printed below

In *any* bike riding situation it's just good safety-sense to have good tires—and to check them regularly. Don't forget your brakes stop your wheels, but only your *tires* can stop your *bike*! When you buy your next bike tires, remember this, for tops in *safety* as well as easy pedaling, your best buy is U. S. Royal



U.S. ROYAL

BIKE TIRES

Safety • Speed • Service

get 'em at your nearby
U. S. Royal Dealer's

Get this Safety Rider's Do-It-Yourself Belt Kit



Be proud of being safe and courteous — this beautiful 1" wide belt identifies you as a safety rider. Your belt will be the only one like it because you too, and decorate it yourself. Belt Kit includes 8 oz. tooling cowhide belt, gold colored buckle set, 12 colored reflector jewels, complete instruction and stencil sheet — a full \$2.50 value — yours for only \$1.00! Mail the coupon, \$1.00 enclosed, today! Offer expires on December 31, 1957

United States Rubber Company
Safety Rider's Do-It-Yourself Belt Kit Dept. A2
Box 791, Fort Worth, Texas

My \$1.00 is enclosed. Please rush me my Safety Rider's Do-It-Yourself Belt Kit

Name _____

Address _____

City _____ Zone _____ State _____

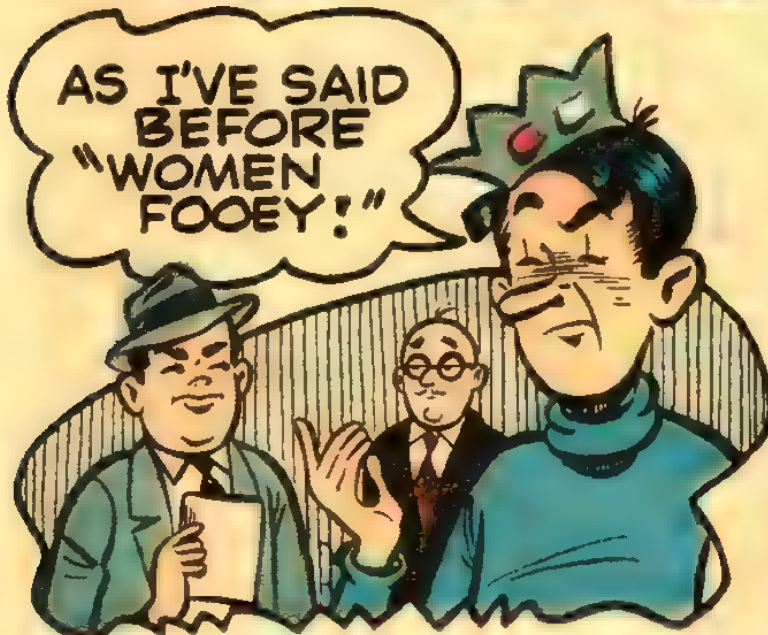


United States Rubber

Cycle Tire Department

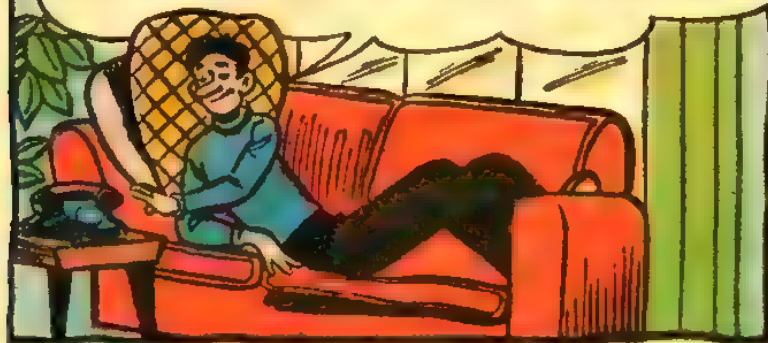
ANSWERS: 1 True, 2 False, 3 False, 4 True, 5 False, 6 True, 7 False, 8 True, 9 False, 10 True

CHAPTER # 4 "The CELEBRITY"



LATER--

OH BOY! WITH ALL THE MONEY ROLLING IN... I CAN ORDER ANYTHING I WANT! HMMM... SHOULD I ORDER A **HALF A DOZEN** OR A **DOZEN HAMBURGERS!**

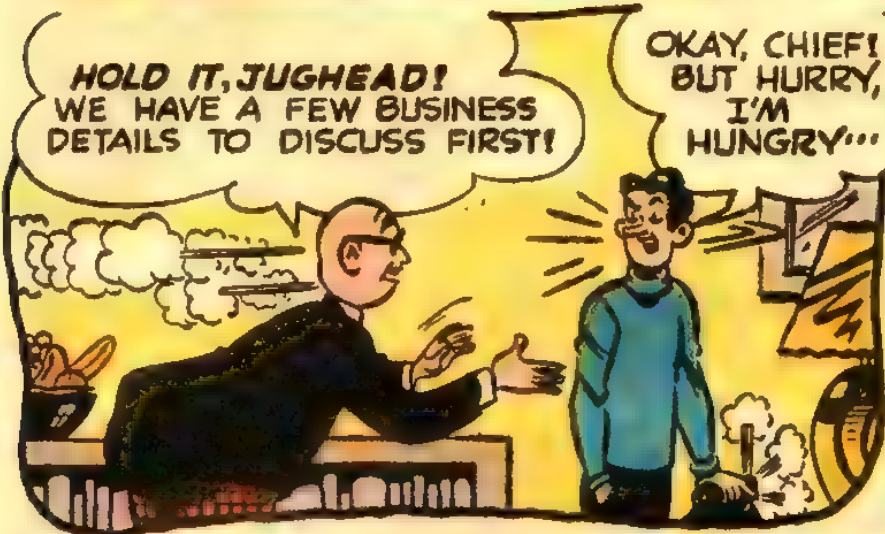


I **HAVEN'T** EATEN ONE OF THOSE SINCE ALL THIS STARTED! I JUST CAN'T WAIT TO **SINK MY TEETH INTO ONE!**



HOLD IT, JUGHEAD! WE HAVE A FEW BUSINESS DETAILS TO DISCUSS FIRST!

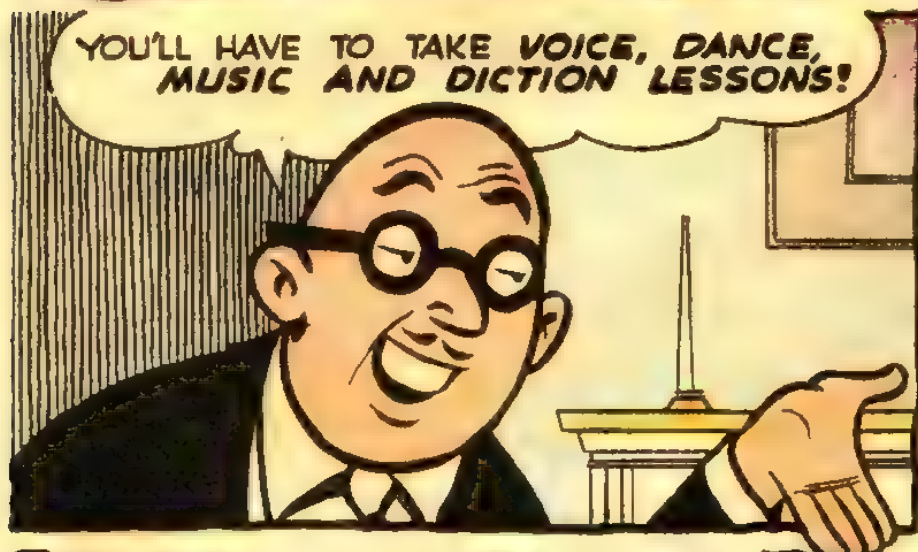
OKAY, CHIEF! BUT HURRY, I'M **HUNGRY...**



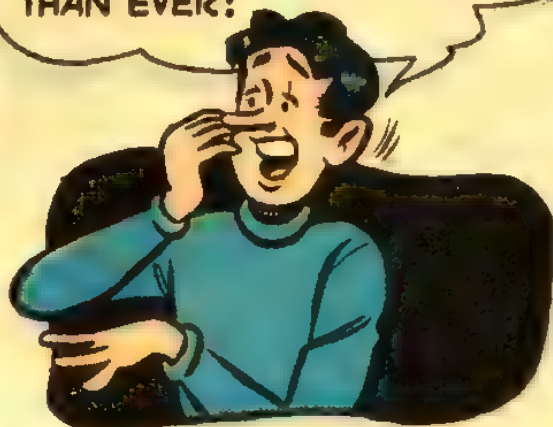
NOW THAT YOU'RE A CELEBRITY, YOU'LL HAVE TO ACT LIKE ONE!



YOU'LL HAVE TO TAKE **VOICE, DANCE, MUSIC AND DICTION LESSONS!**



(GULP) ... I'LL NEED THOSE **HAMBURGERS** NOW MORE THAN EVER!

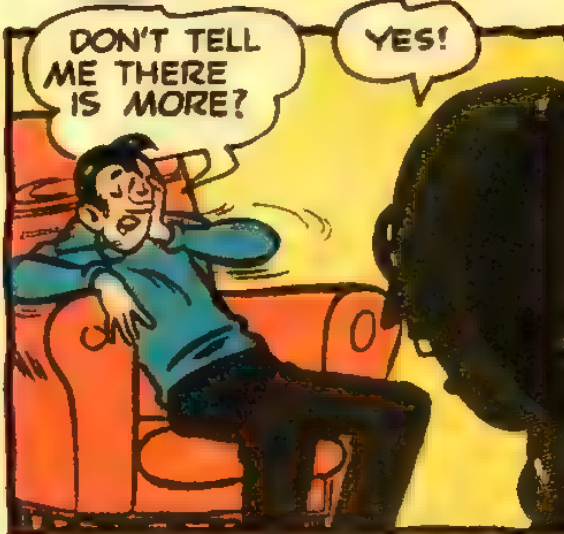


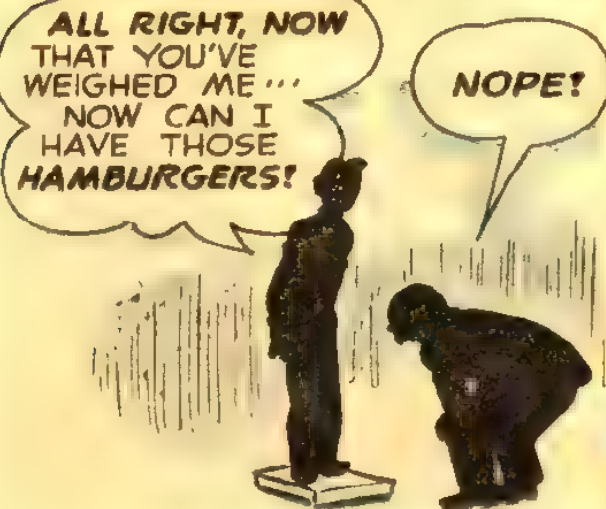
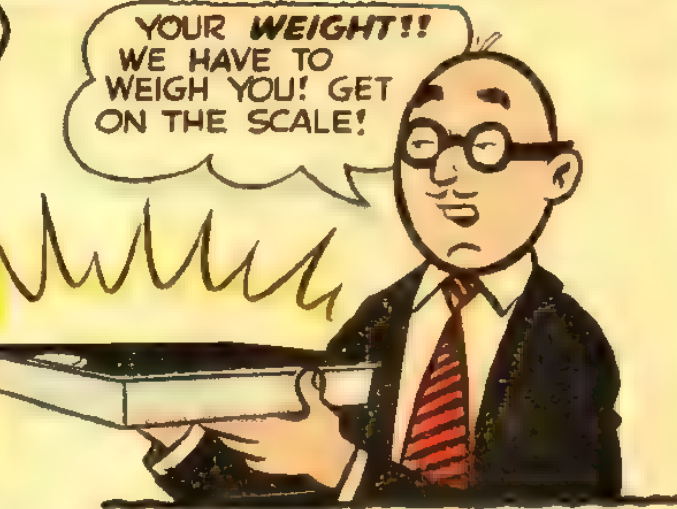
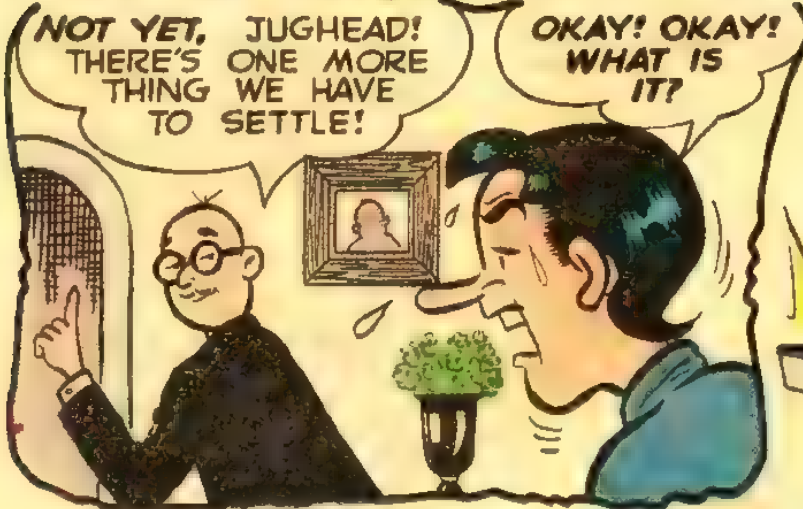
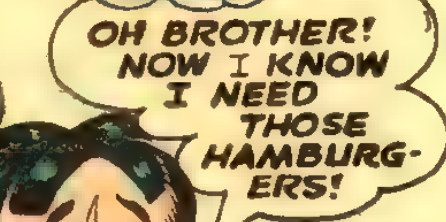
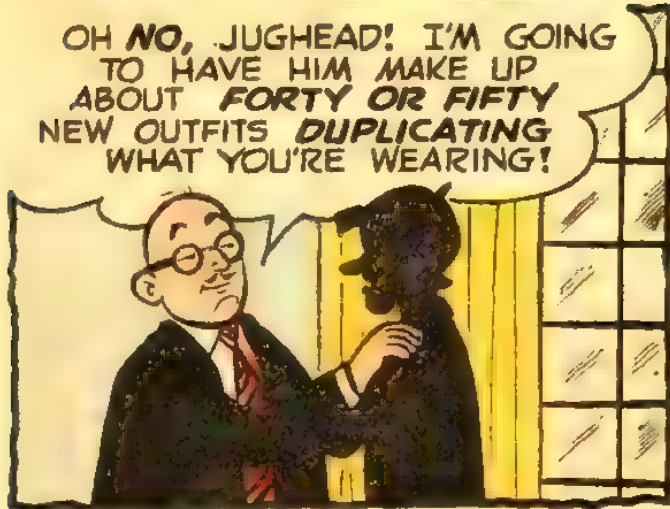
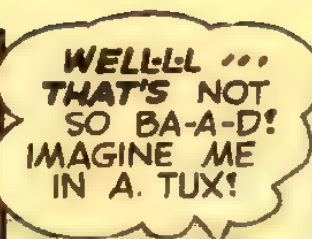
WAIT! THERE'S MORE! WE HAVE TO HIRE A CHAUFFEUR FOR YOUR FLEET OF CARS, ACCOUNTANTS, CONSULTANTS, AND THEN...



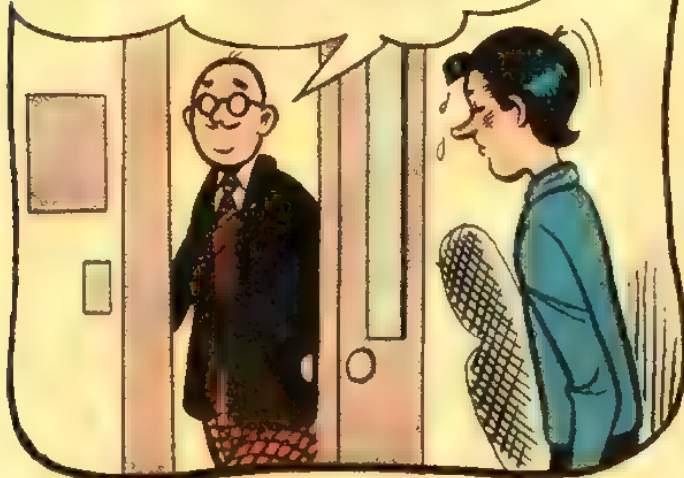
DON'T TELL ME THERE IS MORE?

YES!

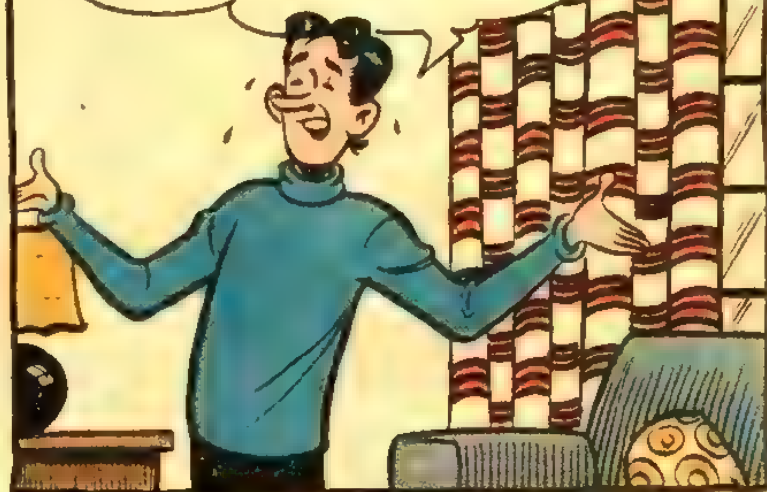




**REMEMBER! ABSOLUTELY
NO MORE HAMBURGERS
UNTIL YOU LOSE
THOSE THREE POUNDS!**



**NO MORE HAMBURGERS!
WHY THAT'S LIKE SAYING
STOP BREATHING!**



**WAIT! I'LL GET A
BELL HOP IN
THE HOTEL TO
GET ME ONE!**



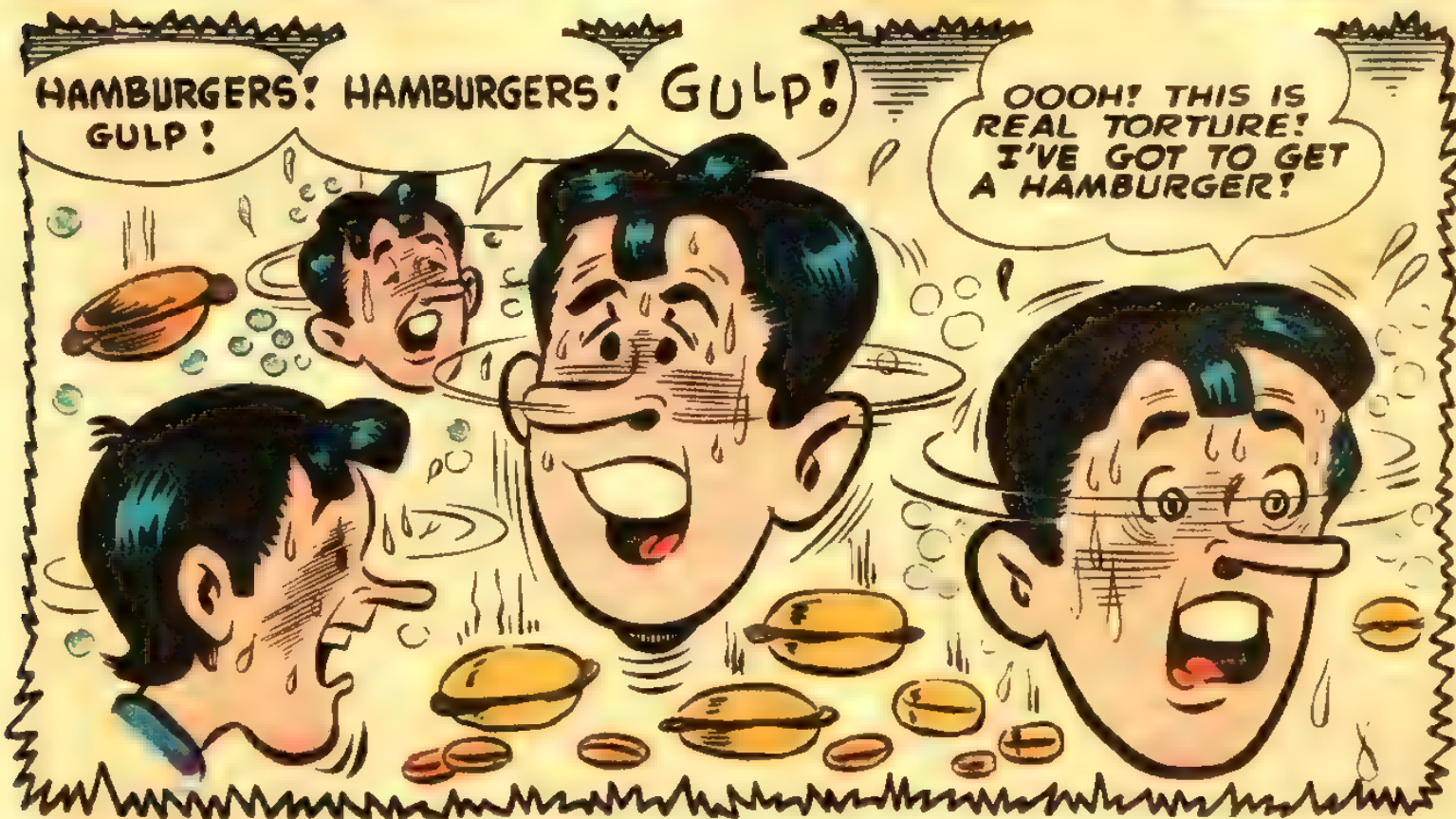
**SORRY, SIR, BUT I'VE GOT STRICT
ORDERS NOT TO GET ANY
FOOD FOR YOU!**

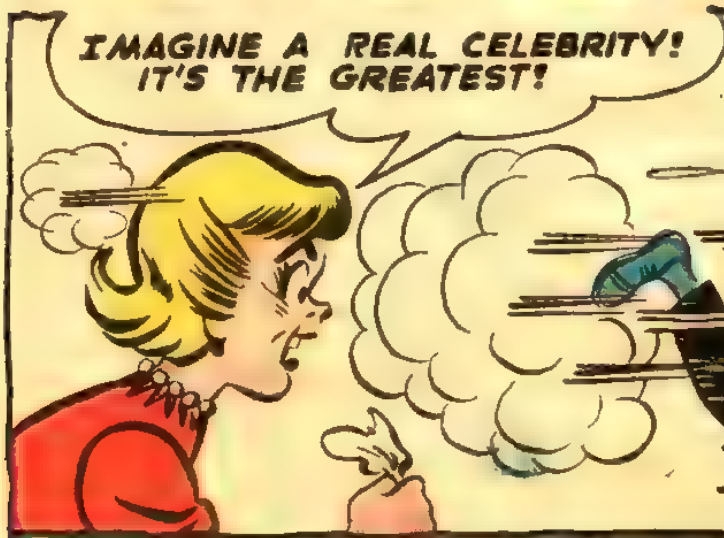
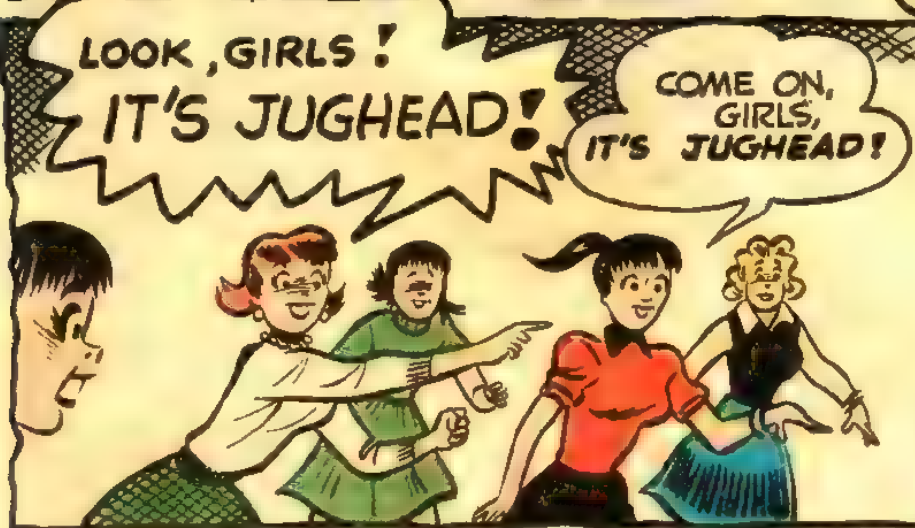
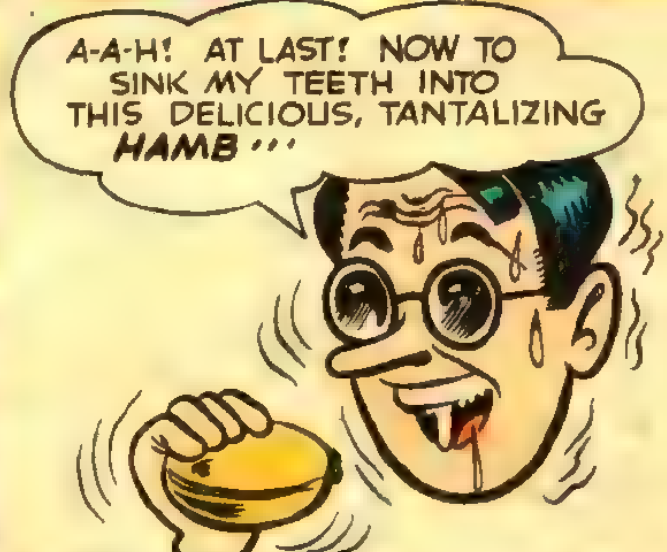
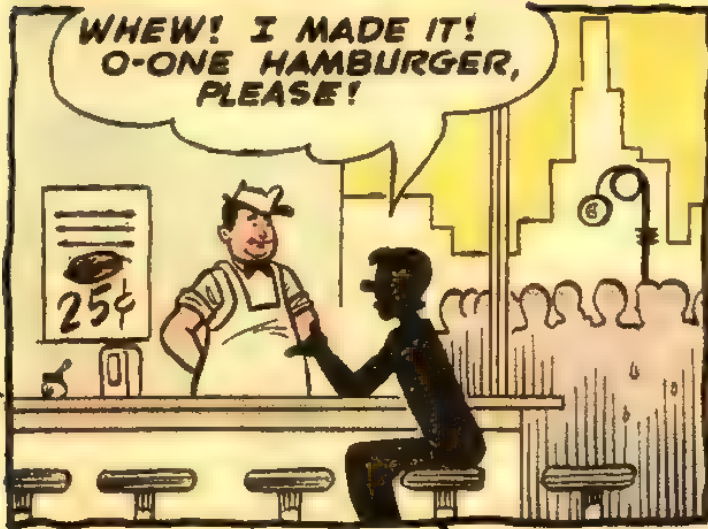
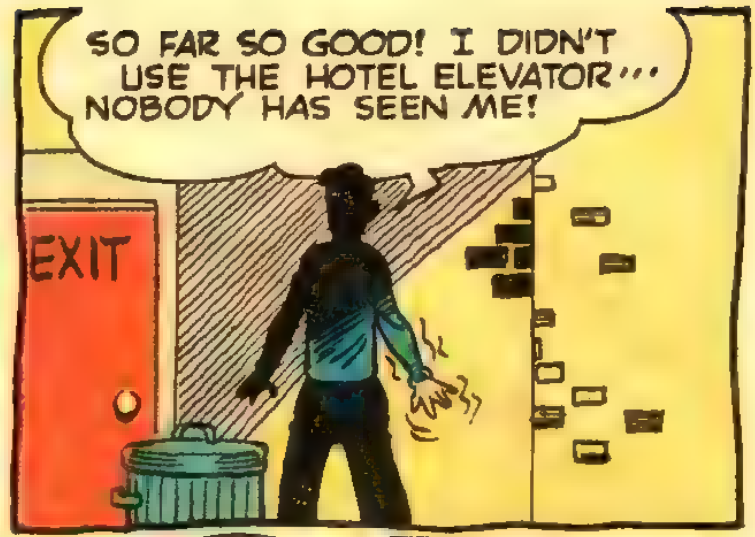
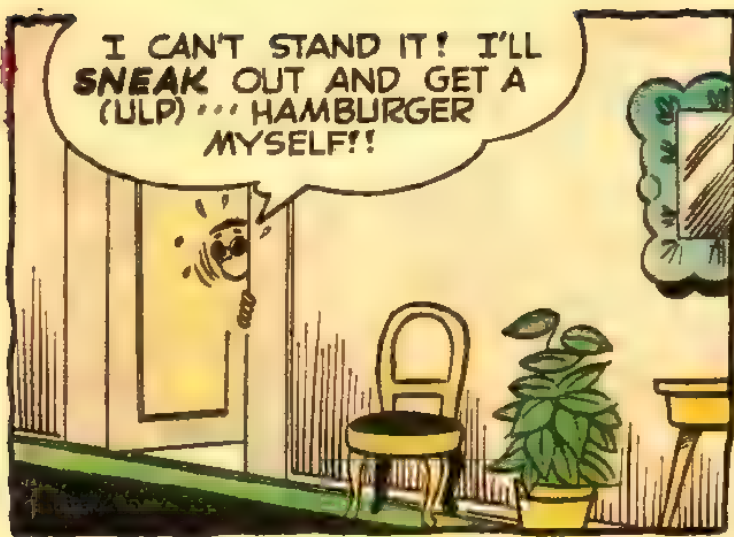
HMPH!



**HAMBURGERS! HAMBURGERS! GULP!
GULP!**

**OOOH! THIS IS
REAL TORTURE!
I'VE GOT TO GET
A HAMBURGER!**



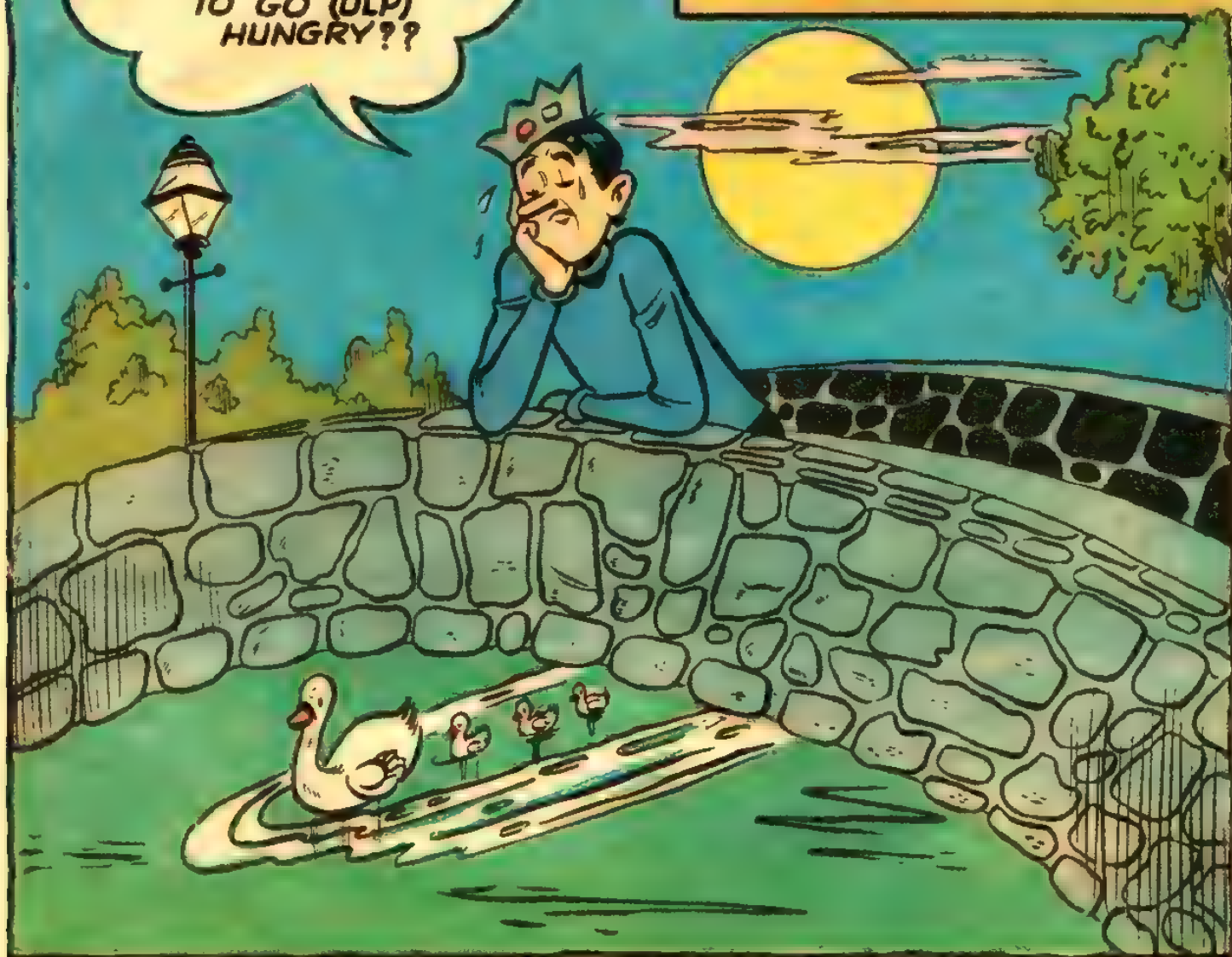


HUMPH!

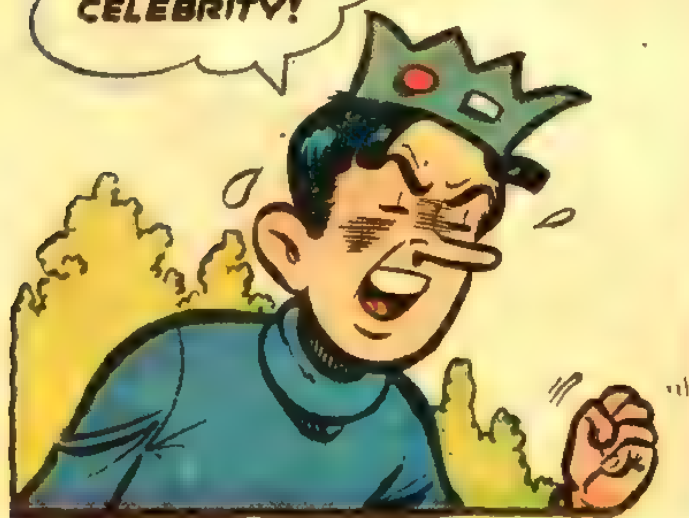
WHAT GOOD IS
BEING A
CELEBRITY, IF
YOU HAVE
TO GO (ULP)
HUNGRY??

CHAPTER #5

"FROM TOP TO BOTTOM!"

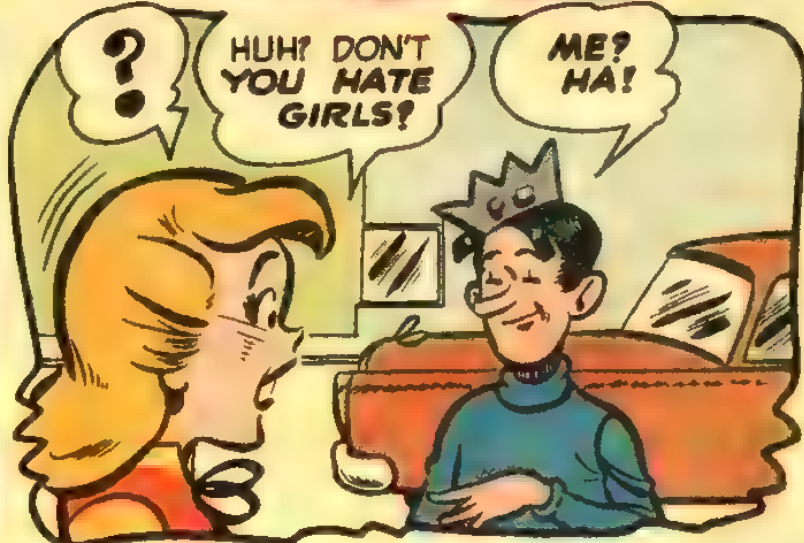
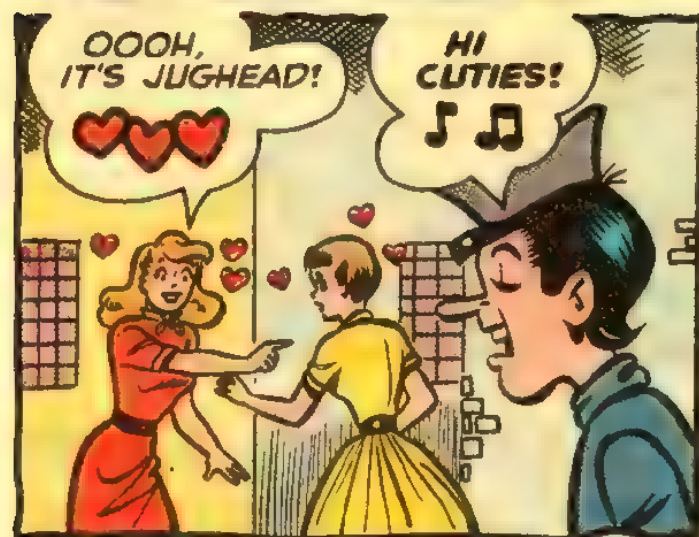
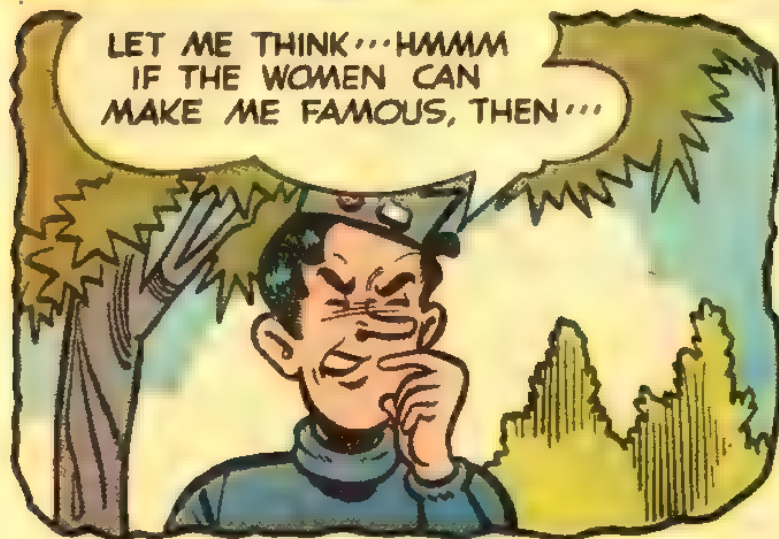
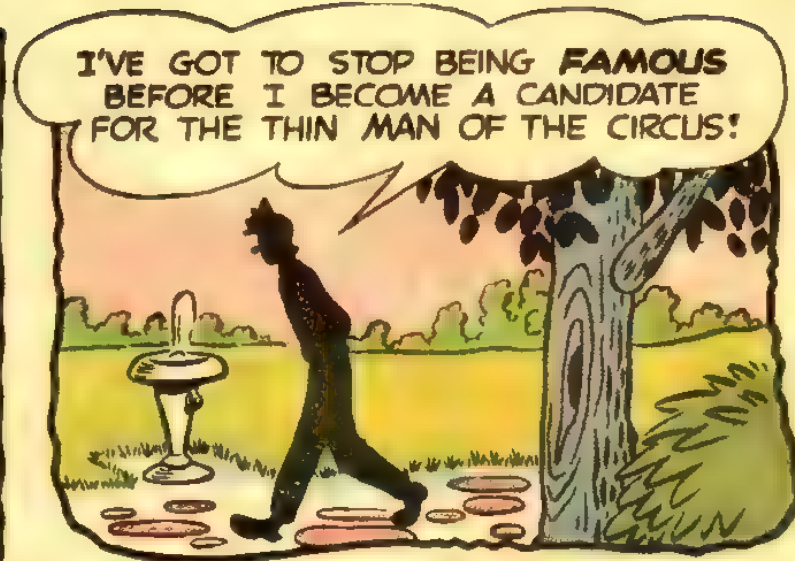
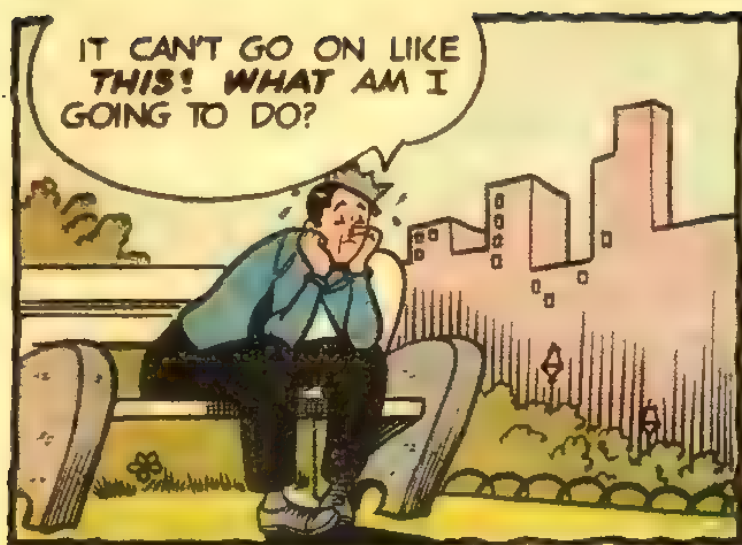


GRRRRRRR...
WOMEN! THEY
MADE ME A
CELEBRITY!



NOW I HAVE ANOTHER
REASON FOR DISLIKING
WOMEN! WOMEN
FOOEY!





THERE! DOES THIS SEEM
LIKE I HATE GIRLS!

OOOH! UGH!
I HATE TO
DO THIS BUT IT'S
THE ONLY WAY
TO CONVINCE
THEM!

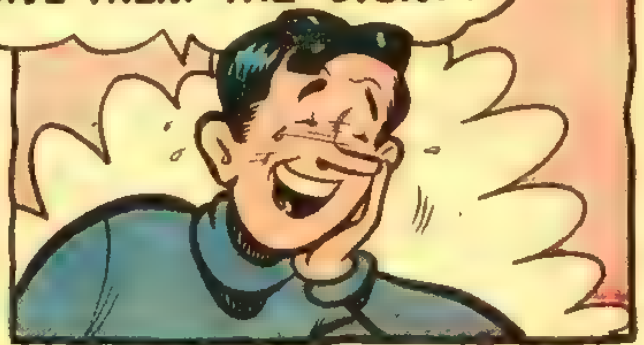
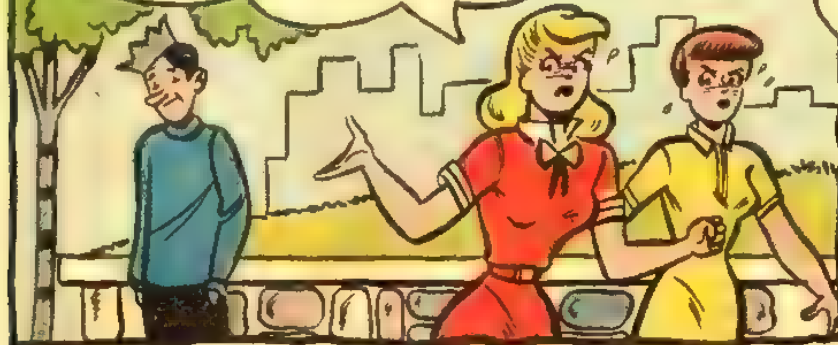
SMACK

WHY, YOU'RE NOTHING BUT A
BIG FRAUD! THAT ROUTINE
ABOUT HATING GIRLS WAS
NOTHING BUT A PUBLICITY
STUNT!



I'M THROUGH WITH YOU!
SO WILL ALL THE GIRLS
IN MY JUGHEAD FAN CLUB
WHEN I TELL THEM!

HEH! HEH! IT'S WORKING FINE!
I HAVE TO REACH MORE
PEOPLE I KNOW I'LL CALL
THE **NEWSPAPERS** AND
GIVE THEM THE STORY!

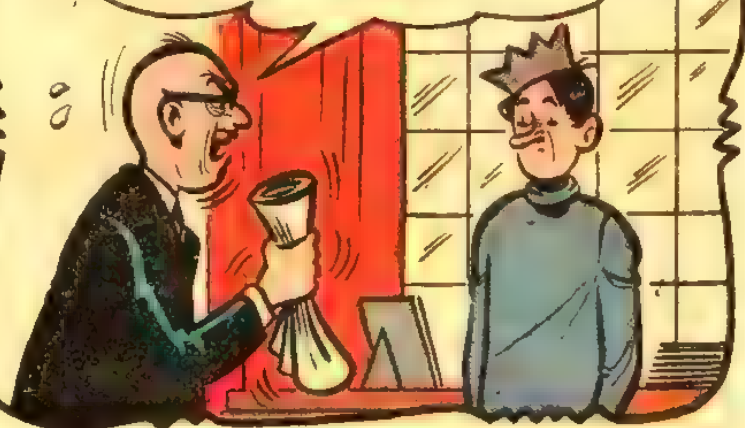


DAILY BLA BLA
**GIRLS DENOUNCE
JUGHEAD!**

"JUGHEAD IS
NOT A
WOMEN HATER"
FAN CLUBS
BREAKING UP

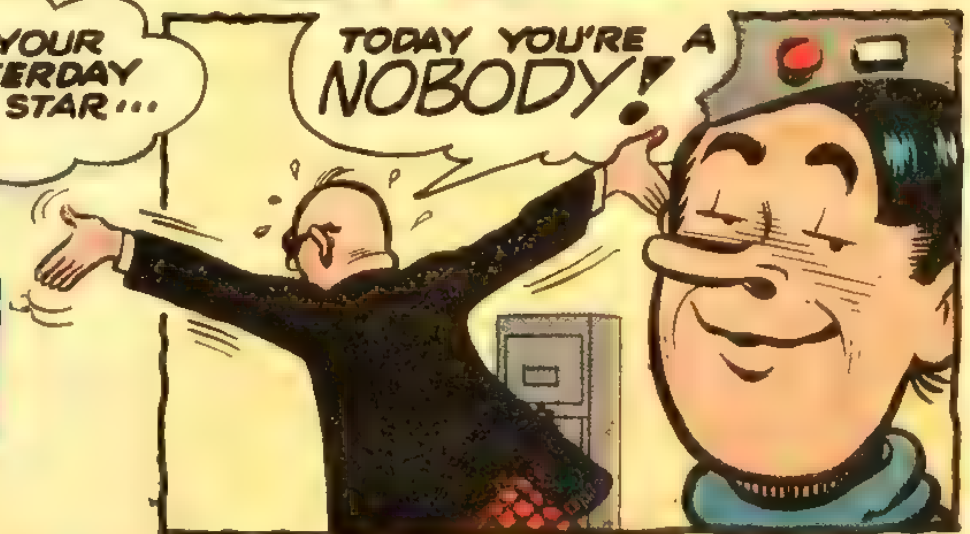
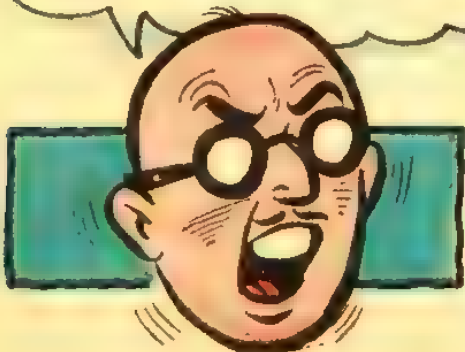


**JUGHEAD! YOU'RE WASHED
UP! THROUGH! FINISHED!**

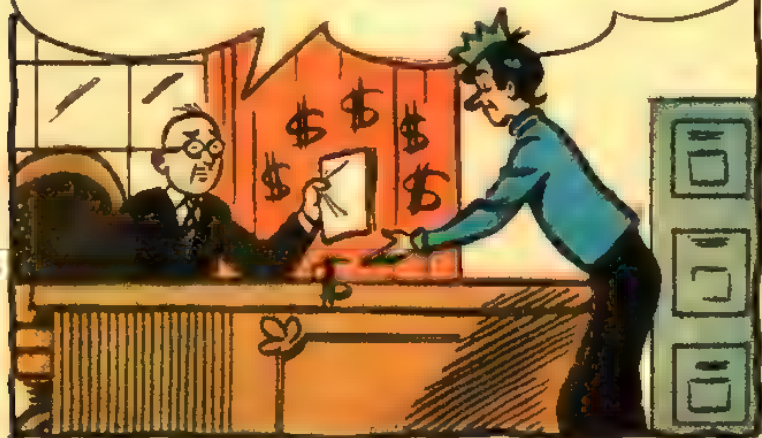


YOU HAD TO OPEN YOUR
BIG MOUTH! YESTERDAY
YOU WERE A BIG STAR...

TODAY YOU'RE A
NOBODY!



NOW THAT YOU'RE AS **POPULAR** AS THANKSGIVING DAY IS TO A TURKEY, IT WOULD BE WISE FOR US TO **DISSOLVE OUR BUSINESS!** SO LET US DRAW UP A STATEMENT OF EXPENSES AND WHAT WE HAVE LEFT OVER!



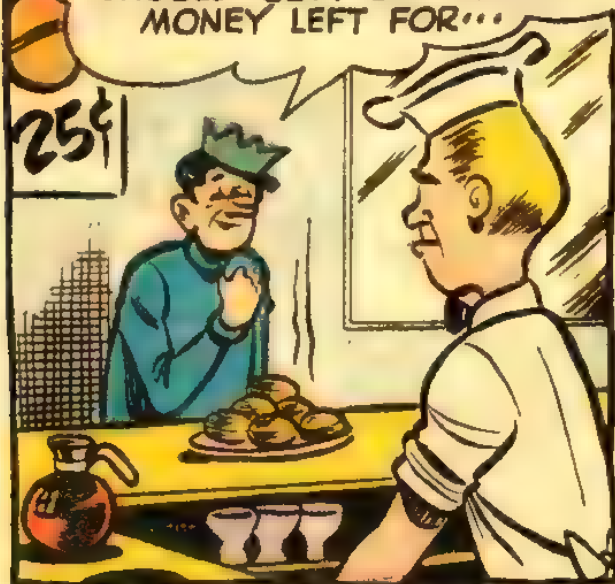
GULP! THIS DOESN'T LEAVE ME MUCH! I GUESS THAT'S **SHOW BUSINESS!**



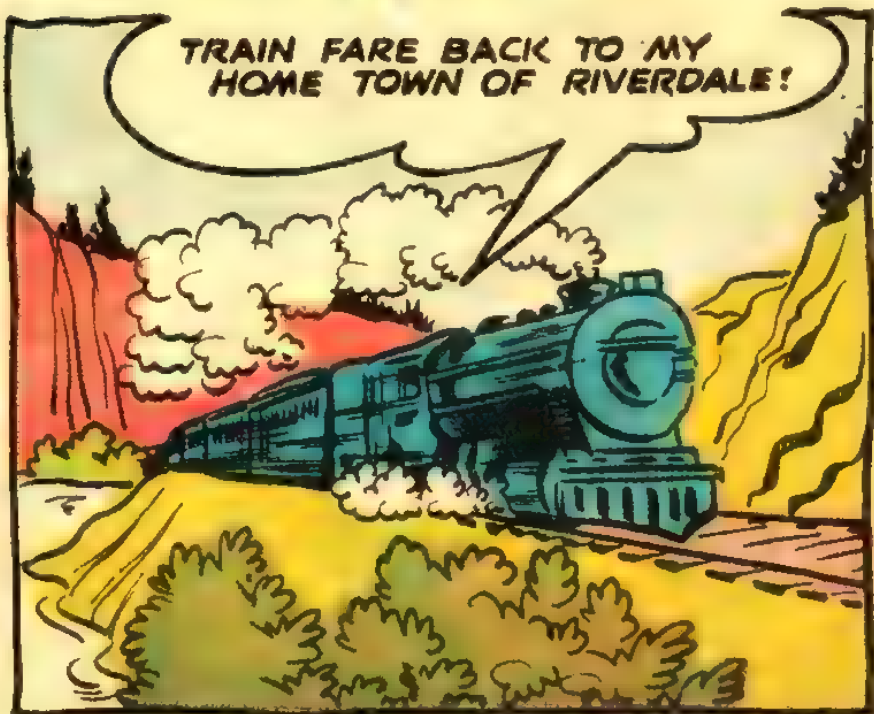
I HAVE ENOUGH MONEY TO DO TWO THINGS AND I AM FREE TO EAT ALL THE HAMBURGERS I'VE BEEN STARVING FOR!

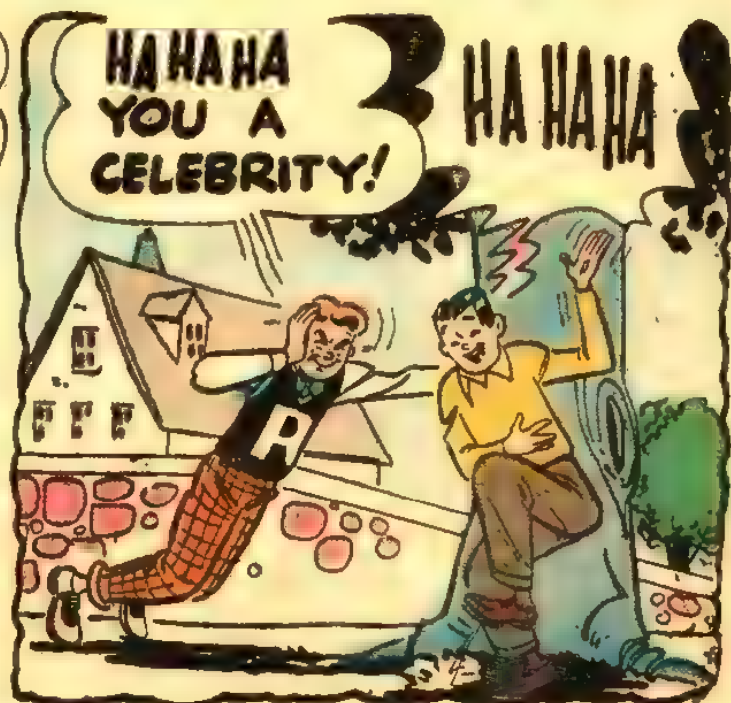
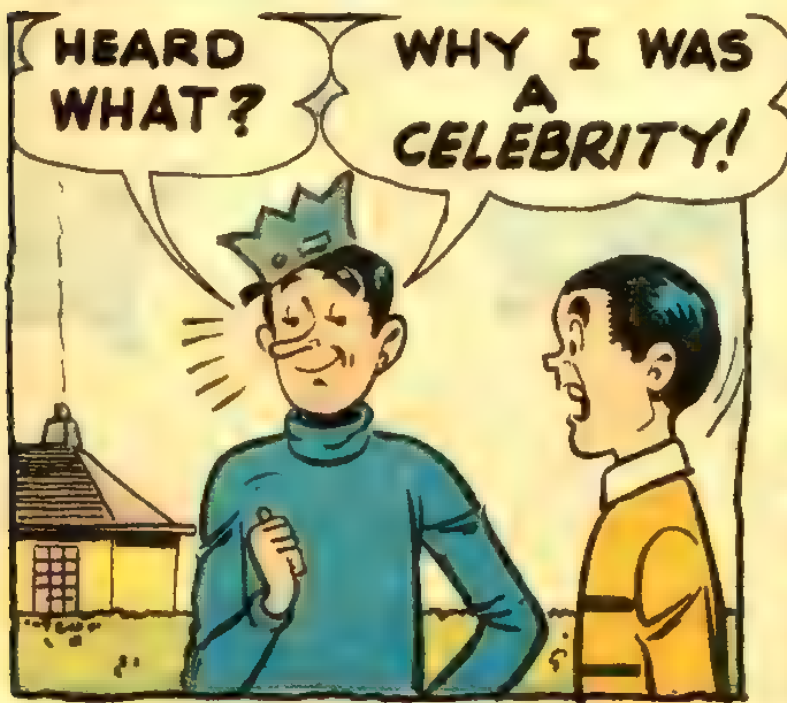
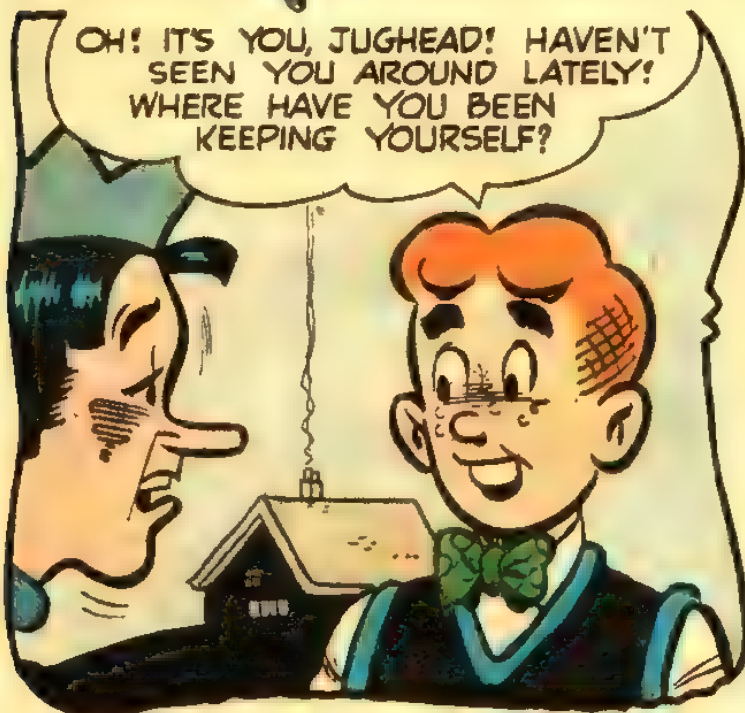


AFTER I FINISH THIS DELICIOUS PILE, THERE SHOULD JUST BE ENOUGH MONEY LEFT FOR...



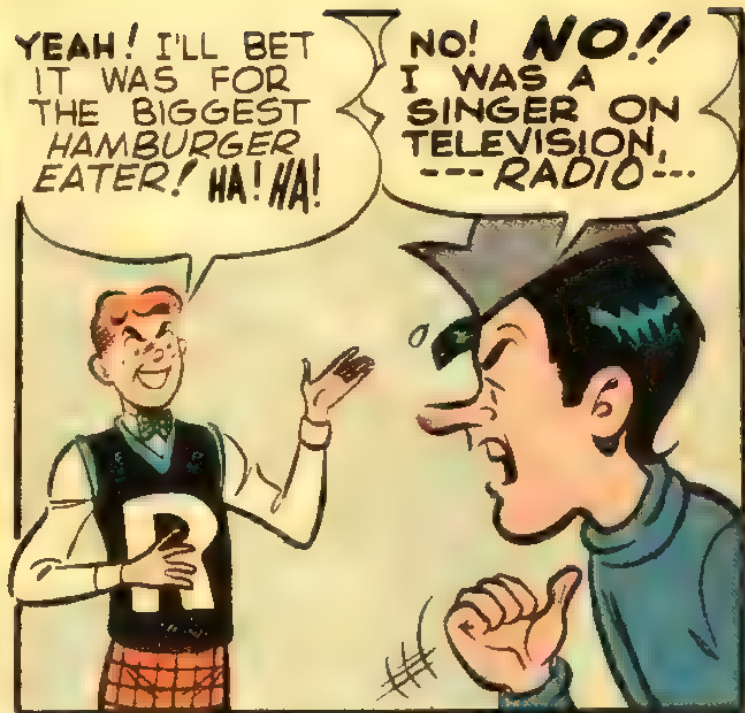
TRAIN FARE BACK TO MY HOME TOWN OF RIVERDALE!







WHY MY NAME
WAS KNOWN
FROM MAINE
TO
CALIFORNIA!!



YEAH! I'LL BET
IT WAS FOR
THE BIGGEST
HAMBURGER
EATER! HA! HA!

NO! **NO!!**
I WAS A
SINGER ON
TELEVISION,
--- RADIO---



WHERE
HAVE YOU
GUYS
BEEN?

I WAS FAMOUS!
FAMOUS!



OKAY! OKAY!! IF YOU WANT
US TO BELIEVE YOU... WE
BELIEVE YOU--DON'T
WE, REG---?

HA

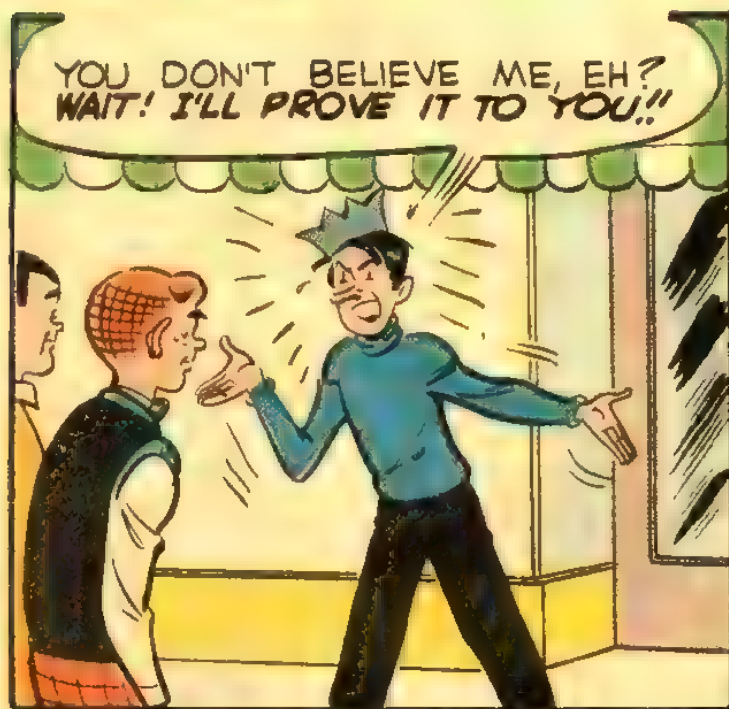
HA

HA

HA

HA

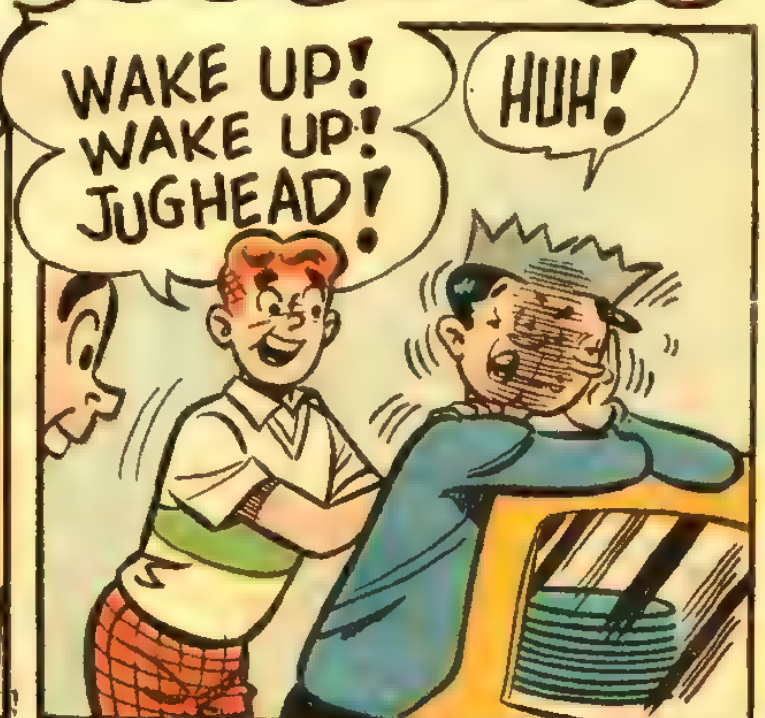
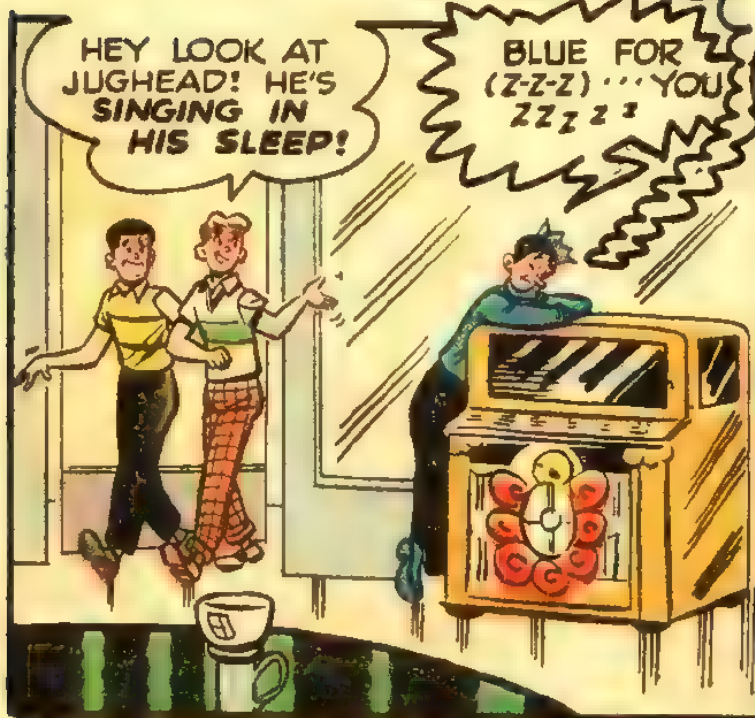
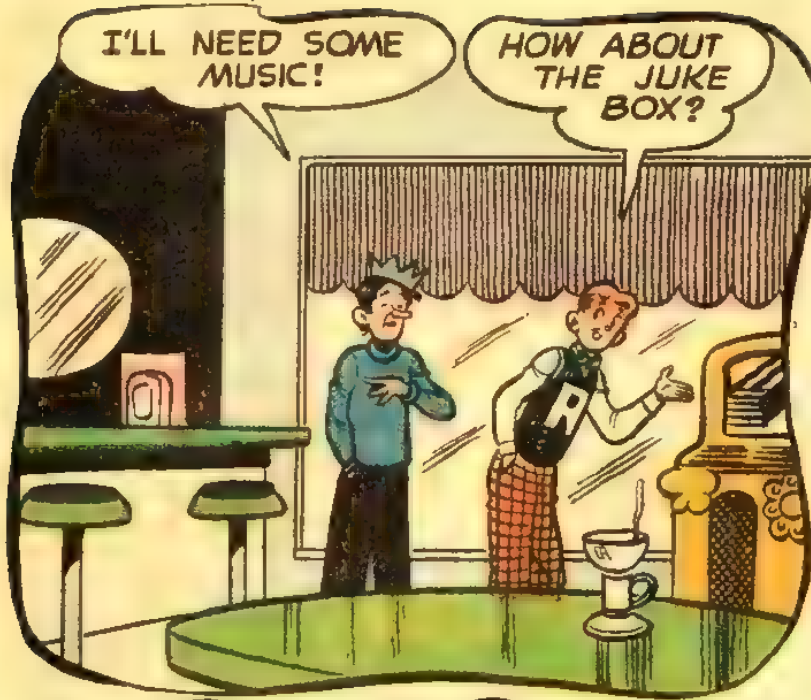
HA

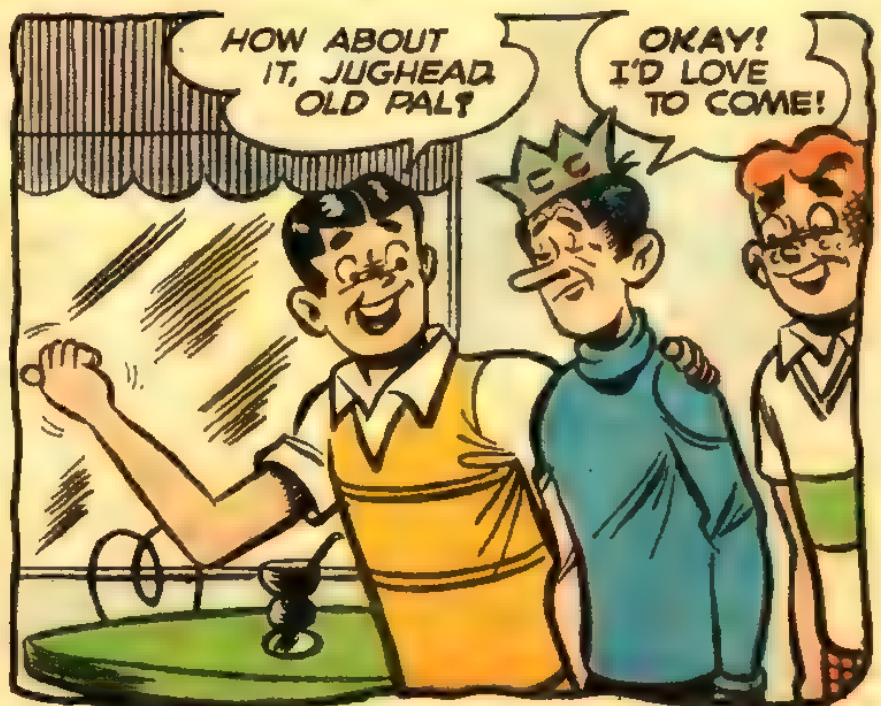
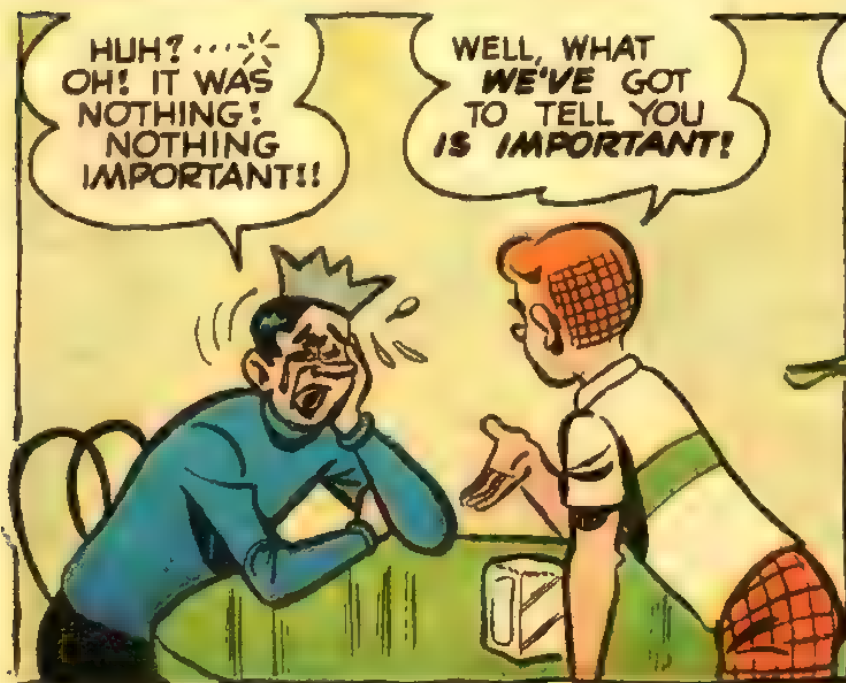
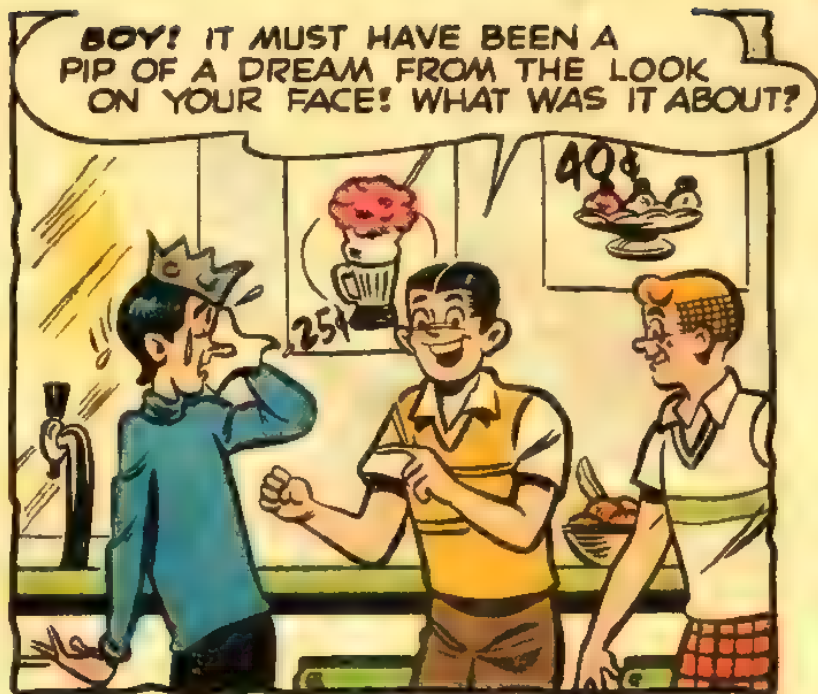


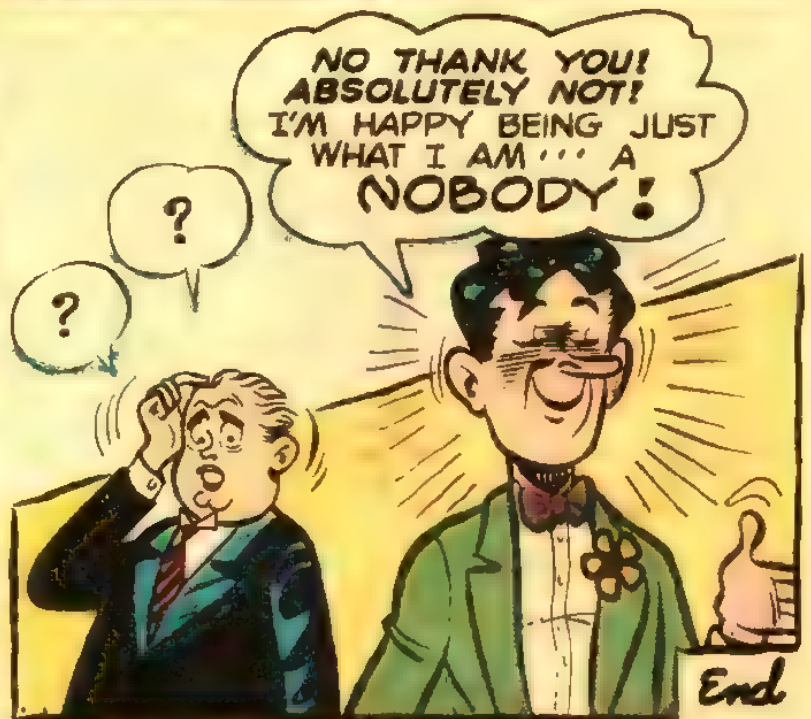
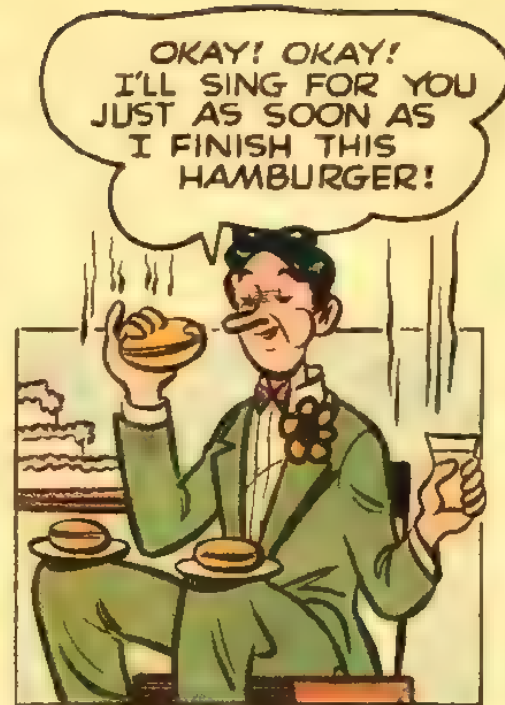
YOU DON'T BELIEVE ME, EH?
WAIT! I'LL PROVE IT TO YOU!!



I'LL SING FOR YOU!!









LEADERS IN LAUGHS



THE NEWEST ISSUES OF
**ARCHIE KING-SIZE
QUARTER
COMICS!**



THESE FUN-PACKED
GIANT SIZE EDITIONS
SELL OUT **FAST!**...IF
YOU WANT TO BE SURE
YOU DON'T MISS *YOUR*
FAVORITE ISSUES JUST
CLIP THIS COUPON AND
SEND IT TO US WITH A
QUARTER FOR EACH
TITLE YOU CHECK!

IMPORTANT!

SOME OF THESE BOOKS
ARE BRAND NEW ...
NOT EVEN OFF THE
PRESSES! IF YOU
DON'T RECEIVE
YOUR ORDER RIGHT
AWAY, BE PATIENT!
WE'LL RUSH IT AS
SOON AS POSSIBLE!

ARCHIE QUARTER COMICS
241 CHURCH ST., NEW YORK 13, N.Y.

PLEASE SEND ME THE FOLLOWING **QUARTER COMICS**:
I ENCLOSE 25¢ IN COIN (35¢ IN CANADA) FOR EACH ISSUE
I HAVE CHECKED BELOW:

- | | |
|---|---|
| <input type="checkbox"/> ARCHIE ANNUAL #9 | <input type="checkbox"/> ARCHIE'S PALS 'N' GALS ANNUAL #6 |
| <input type="checkbox"/> JUGHEAD ANNUAL #5 | <input type="checkbox"/> BETTY AND VERONICA ANNUAL #5 |
| <input type="checkbox"/> KATY KEENE ANNUAL #4 | <input type="checkbox"/> ARCHIE'S CHRISTMAS STOCKING #4 |

(PLEASE PRINT)
NAME

ADDRESS

CITY

STATE

Check the Kind of Body YOU Want!

RIGHT IN THE
COUPON BELOW

...and I'll Prove How EASILY You Can Have It!

Charles Atlas

Awarded the title of "The World's Most Perfectly Developed Man."

JUST tell me where you want it—and I'll add **SOLID INCHES** of powerful new muscle **SO FAST** your friends will grow bug-eyed with wonder!

Do you want me to broaden your shoulders—put trip-hammer power in both your arms—make your legs two pillars of strength? Then just check what you want below. I'll prove you can get it in just 15 minutes a day—in your own home—or it won't cost you a penny!

I don't care if you are 15 or 50 years old—or how ashamed of your present physical condition you may be. I can give you a "barrel chest" and a vise-like grip. I can shoot new strength into your old backbone, exercise those inner organs—help you cram your body so full of pep, vigor and red-blooded vitality that you won't feel there's even "standing room" left for weakness and that lazy feeling. I'll wake up t h a t sleeping energy of yours and make it hum like a high-powered dynamo! You'll feel and look different. Man, you'll begin to LIVE!

WHAT'S MY SECRET?

"DYNAMIC TENSION"! That's the ticket! The identical natural method that I myself developed to change my body from the scrawny skinny chested weakling I was at 17

to my present superman physique! Thousands of other fellows are becoming marvelous physical specimens—my way. I give you no gadgets or contraptions to fool with.

When you have learned to develop your strength through "Dynamic Tension" you can laugh at the artificial muscle-makers. You simply utilize the **DORMANT** muscle-power in your own God-given body—watch it increase and multiply double-quick into real solid **LIVE MUSCLE**.

My method—"Dynamic Tension" will turn the trick for you. No theory—so easy! Spend only 15 minutes a day in your own home. From the very start you'll be using my method of "Dynamic Tension" almost unconsciously every minute of the day—walking, bending over, etc.—to **BUILD THE MUSCLE** and **VITALITY** you want. And you'll be using the method which many great athletes use for keeping in condition—prize fighters, wrestlers, baseball and football players, etc.

ARE YOU

Skinny, Weak and run down?
Always tired?
Nervous?
Lacking in confidence?
Suffering from bad breath?
Fat and flabby?
Do you want to lose or gain weight?
WHAT TO DO ABOUT IT is told in my **FREE BOOK**

condition—prize fighters, wrestlers, baseball and football players, etc.

FREE

Illustrated 32-Page Book Just Mail the Coupon.

SEND NOW for my book describing my famous method. (Over 3½ MILLION fellows have sent for it already.) It contains 32 pages, packed from cover to cover with actual photographs and valuable advice. Shows what "Dynamic Tension" has done for others, answers many vital questions. Page by page it shows what I can do for YOU.

This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely **FREE**. Just glancing through it may mean the turning point in your whole life! Check the information you want (in the coupon below) and rush it to me personally. **CHARLES ATLAS, Dept. 25F, 115 East 23rd St., N. Y. 10, N. Y.**



Here's The Kind of Results I Get:

"I gained 11 lbs. and 4¼ inches on my chest, 3 inches on my arms. I am never constipated."

—Henry Neven, Canada

"I gained 34 lbs. and increased my chest 6 inches!"

—Stanley Lynn, Calif.
"What a difference! Have put 3½ inches on my chest (normal) and 2½ inches expanded."

—F. S., New York
"Gained 29 lbs. When I started

your course I weighed only 141. Now I weigh 170."

—T. K., New York

"The benefits are wonderful. The first week my arm increased one inch, my chest two inches."

—E. M., Conn.

"You changed me from a weakling to a real he-man. My chest has gone up 6 inches. I am a solid mass of muscle."

—J. W., Montana



VALUABLE TROPHY GIVEN AWAY

Be the envy of friends! Win this strikingly handsome "Atlas Champions" trophy, over 1½ ft. high! All pupils eligible.

CHARLES ATLAS, Dept. 25F

115 East 23rd St., New York 10, N. Y.

Dear Charles Atlas: Here's the kind of Body I Want:

(Check as many as you like)

- ☐ More Weight—Solid—in The Right Places
- ☐ Broader Chest and Shoulders
- ☐ More Powerful Arms and Grip
- ☐ Slimmer Waist and Hips
- ☐ More Powerful Leg Muscles
- ☐ Better Sleep, More Energy

Send me absolutely **FREE** a copy of your famous book showing how "Dynamic Tension" can make me a new man. 32 pages, crammed with photographs, answers to vital health questions, and valuable advice. I understand this book is mine to keep and sending for it does not obligate me in any way.

Name Age.
(Please print or write plainly)

Address

City State.....

☐ If under 14 years of age check for Booklet A.

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all occasions,
in pastel colors
and rich
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3 STYLE HUMOROUS CARD BOX

21 laugh-
provoking,
glittering, new
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in 3 different
popular sizes

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18 exciting,
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20" x 30" sheets
in full color, plus
matching seals
and gift tags

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sheets in colorful
kiddie motifs —
with seals and
tags to match.
New! Clever!

JUST WONDERFUL TALL CARDS

Gleaming,
exquisite
new style
Everyday card
assortment —
novel attachments.
Just beautiful!

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An assortment
of 21
lovely,
long look
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gorgeous
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Chic!
Terrific value!

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14 comforting
cards that
express
sincere, tender
thoughts.
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folders,
silver embossings

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Guaranteed by
Good Housekeeping
IS NOT AS ADVERTISED THEREIN

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SAMPLES**

**PERSONALIZED
CHRISTMAS CARDS
and STATIONERY**

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DO YOU NEED EXTRA MONEY? \$35.00 IS YOURS

for selling only 50 boxes
of our Christmas Card Style Line.
And this can be done in a
single day. Free samples. Other
leading boxes on approval.
Mail coupon below today.

It costs you nothing to try.

Last year some folks made \$250 — \$500 — \$1,000
and more this very way. Church groups and organ-
izations can do this, too. No experience necessary.

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Lustrous slim
informals
in soft
colors with
shimmering
crystals and
brisk, friendly
messages.
Captivating!

NEW LUXURY ALL OCCASION

14 large size,
gold embossed
cards in the
modern style.
7 exclusively
"for Her"
— 7 "for Him"

SLIM STYLE STATIONERY AND NOTES ENSEMBLE

Dainty, soft
Rose blossom
decoration on
fine quality,
scalloped-edge
sheets and notes.
Delightfully
stunning!

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CHEERFUL CARD CO.

Dept. 637, White Plains, N. Y.

Please rush me free samples and other leading
boxes on approval for free trial as mentioned
above. Also send full details of your easy
money-making plan.

Name _____

Address _____

City _____ State _____

If writing for an organ-
ization, give its name _____

